

**A CBC RESEARCH REPORT**

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AUDIENCES TO CBC (ENGLISH) TELEVISION

NETWORK PROGRAMS

1973-74 SEASON



RESEARCH  
ONTO

JANUARY 1974  
TOR/74/06



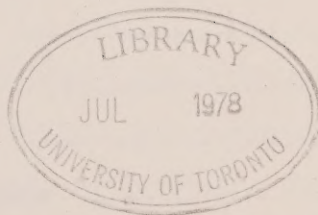


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## I. INTRODUCTION

This report summarizes audiences to CBC English Television Network programs for past seasons and to date (mid-November 1973) for the 1973-74 broadcast season.

The information comes from two sources. First, is the CBC's own Audience Panel. The CBC operates two continuing audience panels, one to provide information on audience reactions to its English TV Network programs, the other providing similar information on its French TV Network programs.

English panel respondents, of whom some 2,500 provide information each week, are selected on a probability sampling basis to be representative of all persons in Canada with television, age 12 and over, who are English-speaking - i.e. whose main language of communication at home is English, excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted each week.

Panel members keep daily records of their viewing of CBC and CTV Network programs and also indicate the extent to which they have enjoyed those programs they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and periodic independent checks





confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large. In conformity with standard survey research practice, all contacts with respondents are made through an independent field company thus avoiding (or at least minimizing) the various forms of reporting bias likely to arise if respondents were aware of the CBC's involvement.

Additional information is taken from the reports of the BBM Bureau of Measurement. BBM, the industry rating source, conducts four surveys per year using the self-completed time period diary technique. For the purposes of this report information has been taken from the November, January and March reports of BBM.

For the 1973-74 season, the available audience figures, to date, go only to mid-November. To facilitate comparison, the equivalent audiences are shown for the 1972-73 season (BBM November report and CBC Panel to mid-November).

TABLE 1

OVERALL USAGE OF TELEVISION DURING THE PAST FOUR  
NOVEMBERS (PER DAY)

|             | NOVEMBER 1970 |                     | NOVEMBER 1971 |                     | NOVEMBER 1972 |                     | NOVEMBER 1973 |                     |
|-------------|---------------|---------------------|---------------|---------------------|---------------|---------------------|---------------|---------------------|
|             | Reach         | Average<br>Hrs/Min. | Reach         | Average<br>Hrs/Min. | Reach         | Average<br>Hrs/Min. | Reach         | Average<br>Hrs/Min. |
|             | %             |                     | %             |                     | %             |                     | %             |                     |
| Men         | 81            | 3.42                | 82            | 3.36                | 82            | 3.48                | 83            | 3.48                |
| Women       | 84            | 4.18                | 83            | 4.12                | 84            | 4.24                | 85            | 4.30                |
| Teens       | 86            | 3.18                | 87            | 3.30                | 86            | 3.24                | 88            | 3.36                |
| Children    | 90            | 3.12                | 91            | 3.18                | 91            | 3.12                | 92            | 3.24                |
| Adults      | 83            | 4.00                | 83            | 3.54                | 83            | 4.06                | 84            | 4.06                |
| All Persons | 85            | 3.42                | 85            | 3.42                | 85            | 3.48                | 86            | 3.54                |

Source: BEM

Note: Reach: Per cent tuning at all  
during average day.

Average hours: expressed in hours  
and minutes per day.

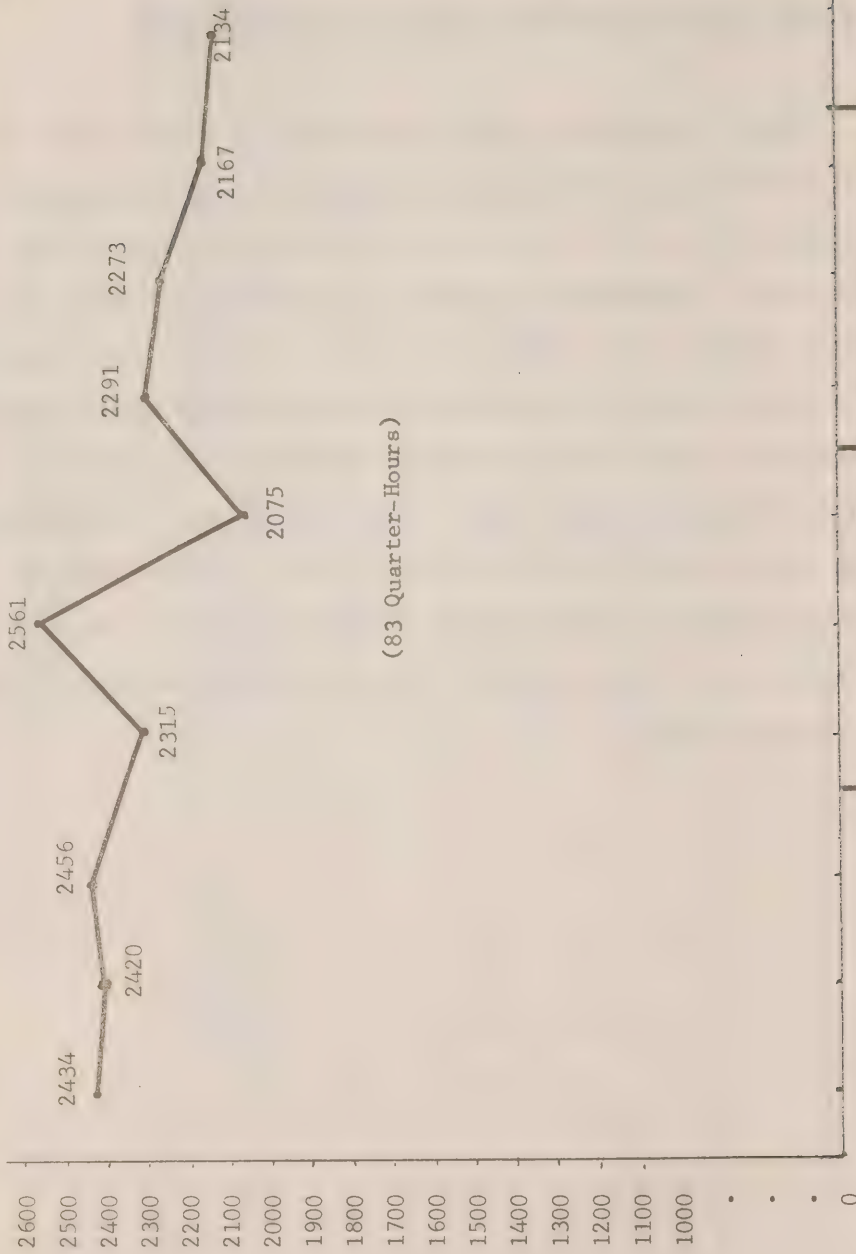
## II. OVERALL USAGE OF TELEVISION DURING THE PAST FOUR YEARS

Table 1, opposite, provides information on overall usage of television (CBC and non-CBC Television) during the last three years. The information is taken from the last four November surveys of BBM. For each survey, information is shown on the average daily reach of television and the average number of hours per day that viewers spend with the medium. Reach is simply the per cent of people tuning during the average day for at least 15 minutes. Separate information is given for All Persons, Adults, Men, Women, Teens and Children. Information from the four surveys is almost identical; on the average day 85 per cent of the Canadian population tunes to Television and the average viewer spends about three hours and fifty-four minutes per day with the medium (November 1973).



AVERAGE 1/2-HOUR AUDIENCE: ALL CBC PROGRAMMING, PRIME-TIME, FULL NETWORK

ALL PERSONS 2+



Source: BBM, CBC English Ntwk.  
Figures in -000-

### III. CBC FULL NETWORK AUDIENCES IN PRIME-TIME

#### A. Average ¼-Hour Audience for All CBC Programming

The graph on the opposite page shows the average ¼-hour audience for all prime-time, Full Network ¼-hours on the CBC English Network for the last four years. The information is taken from the BBM surveys indicated at the bottom of the graph. In each case, the audiences for each of the 83 ¼-hours of prime-time programming on the Full Network were averaged. Thus, for example, the figure shown against November 1973 indicates that the average ¼-hour audience for regularly-scheduled CBC Programming on the Full Network in prime-time was 2,134,000 people.

During the March 1972 survey, CBC experienced a strike by NABET technicians. This influenced the size of audience for CBC programming and specifically the figures given for that month in the chart.

Even abstracting from the March 1972 situation, it is evident that there has been a long-term decline in the audiences to CBC programming on the Full Network during prime-time over the four years measured by this graph.

The quarter-hour periods upon which these averages are based in November 1973, are as follows:

|           |   |   |              |
|-----------|---|---|--------------|
| Sunday    | - | 7:00-11:15 p.m.                         | (17 ¼-hours) |
| Monday    | - | 8:00-11:15 p.m.                         | (13 ¼-hours) |
| Tuesday   | - | 8:00-11:15 p.m.                         | (13 ¼-hours) |
| Wednesday | - | 8:00-11:15 p.m.                         | (13 ¼-hours) |
| Thursday  | - | 8:00-9:00 p.m. and<br>11:00-11:15 p.m.  | (5 ¼-hours)  |
| Friday    | - | 8:00-10:00 p.m. and<br>11:00-11:15 p.m. | (9 ¼-hours)  |
| Saturday  | - | 8:00-11:15 p.m.                         | (13 ¼-hours) |

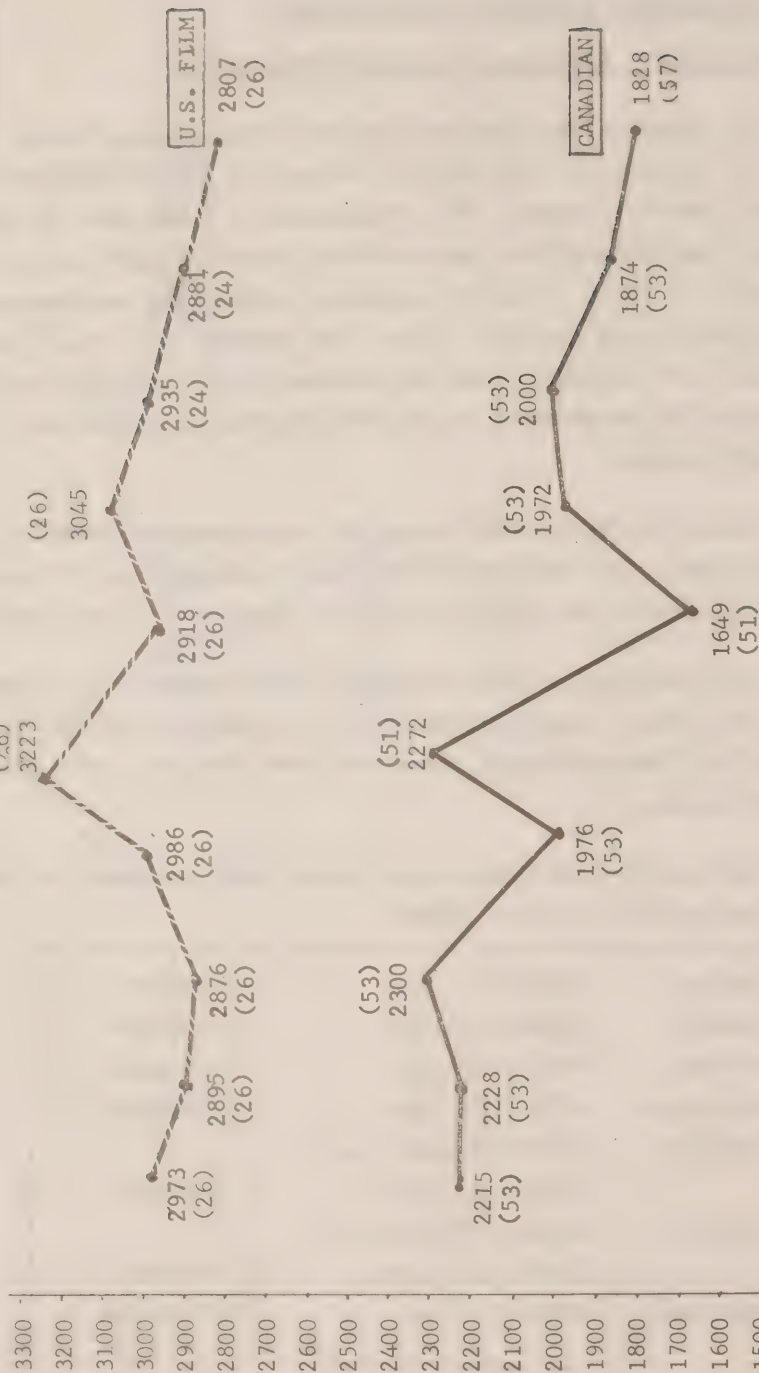
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TOTAL - 83 QUARTER-HOURS

TABLE 3

AVERAGE ½-HOUR AUDIENCE: U.S. FILM/CANADIAN PRIME-TIME FULL NETWORK

ALL PERSONS 2+



NOV. JAN. MAR.

NOV.

NOV. JAN. MAR.

NOV. JAN. MAR.

NOVEMBER

NOTE: Figures in parenthesis indicate the number of ½-hours on which the average is based.

1973-74  
Source: BBM, CBC Engl. Ntwk.  
Figures in -000-



B. Average 1/4-hour Audience for CBC Full Network in Prime-Time. Split Between U.S. Film and Canadian Programming.

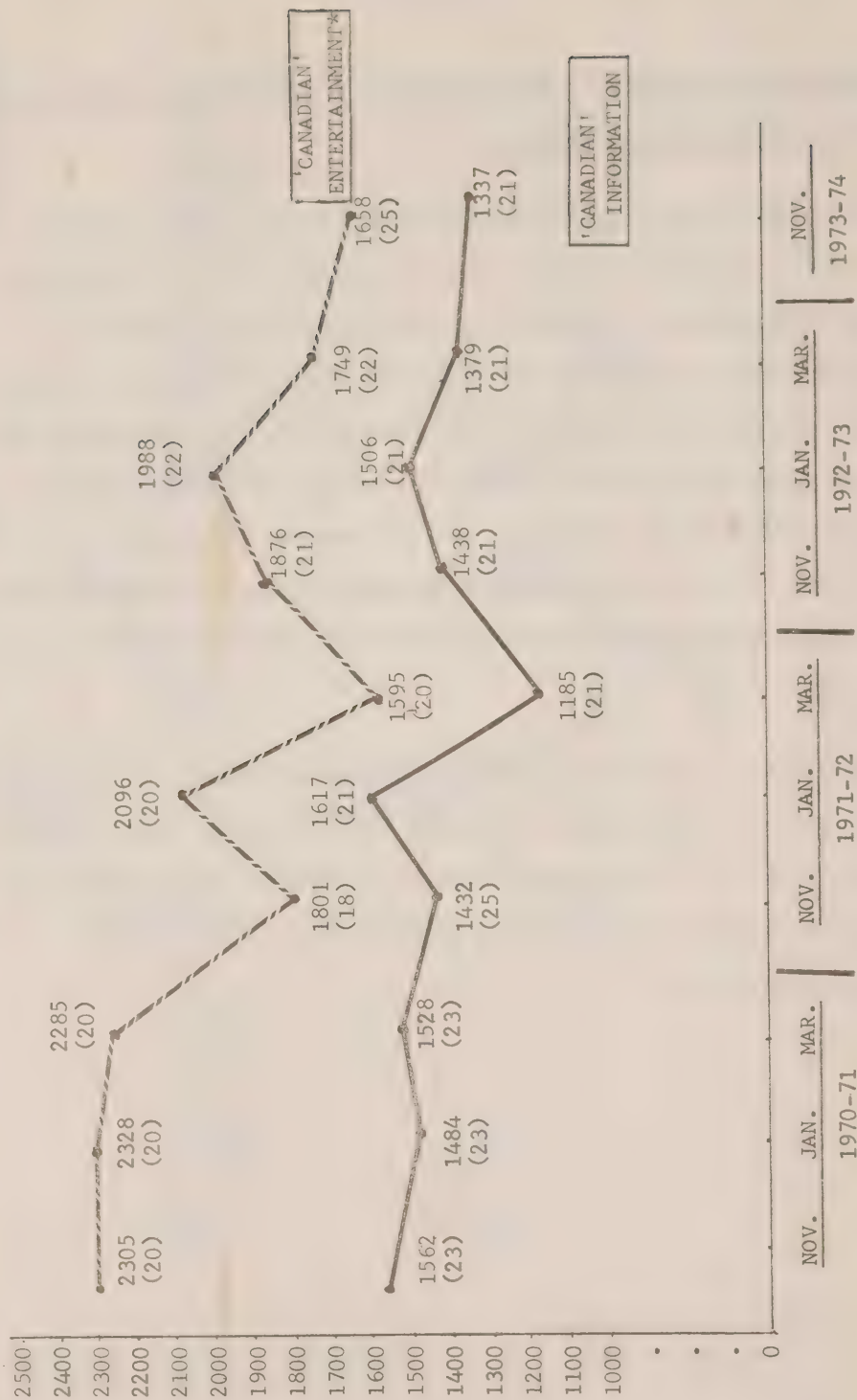
The graph on the opposite page shows the average 1/4-hour audience for CBC Network programming in prime-time, separately for U.S. Film and for Canadian programming. The method of calculating these figures is exactly the same as described for Table 2 on the preceding page, except that the averages are confined in this case to U.S. Film or Canadian programming only. Note that the number of 1/4-hours, on which the average is based, is indicated in parentheses for each survey. The total number of 1/4-hours of U.S. Film and Canadian programming will not necessarily add to the total network 1/4-hours because of non-U.S. and non-Canadian programming.

Audiences to U.S. Film purchases on the Full Network maintained a fairly constant level during 1970-71 and 1971-72. Since November 1972 however, there has been a gradual decline in average audience size for these programs. Audiences to Canadian programming since 1970 have been declining constantly.

TABLE 4

AVERAGE ½-HOUR AUDIENCE: 'CANADIAN' PROGRAMMING, PRIME-TIME, FULL NETWORK

ALL PERSONS 2+



\* Excluding Hockey

NOTE: Figures in parentheses indicate the number of ½-hours on which the average is based.

Source: BBM, CBC English Ntwk. Figures in -000-

C. Average ½-hour Audience for Canadian Programming on the CBC Full Network  
During Prime-Time Shown Separately for Entertainment and for Information  
Programming.

The Table opposite shows the average ½-hour audience for Canadian programming during prime-time on the CBC full network separately for those designated as 'Entertainment' and those designated as 'Information' programs. Note that the average for Entertainment programs excludes Hockey Night in Canada. The calculation and interpretation of these averages is exactly the same as described for Table 2 earlier, except that in this case only those ½-hours designated as 'Canadian Entertainment' or 'Canadian Information' have been used.

For both Entertainment and Information programming there has been a long-term decline in average audiences over the three years measured on this graph.

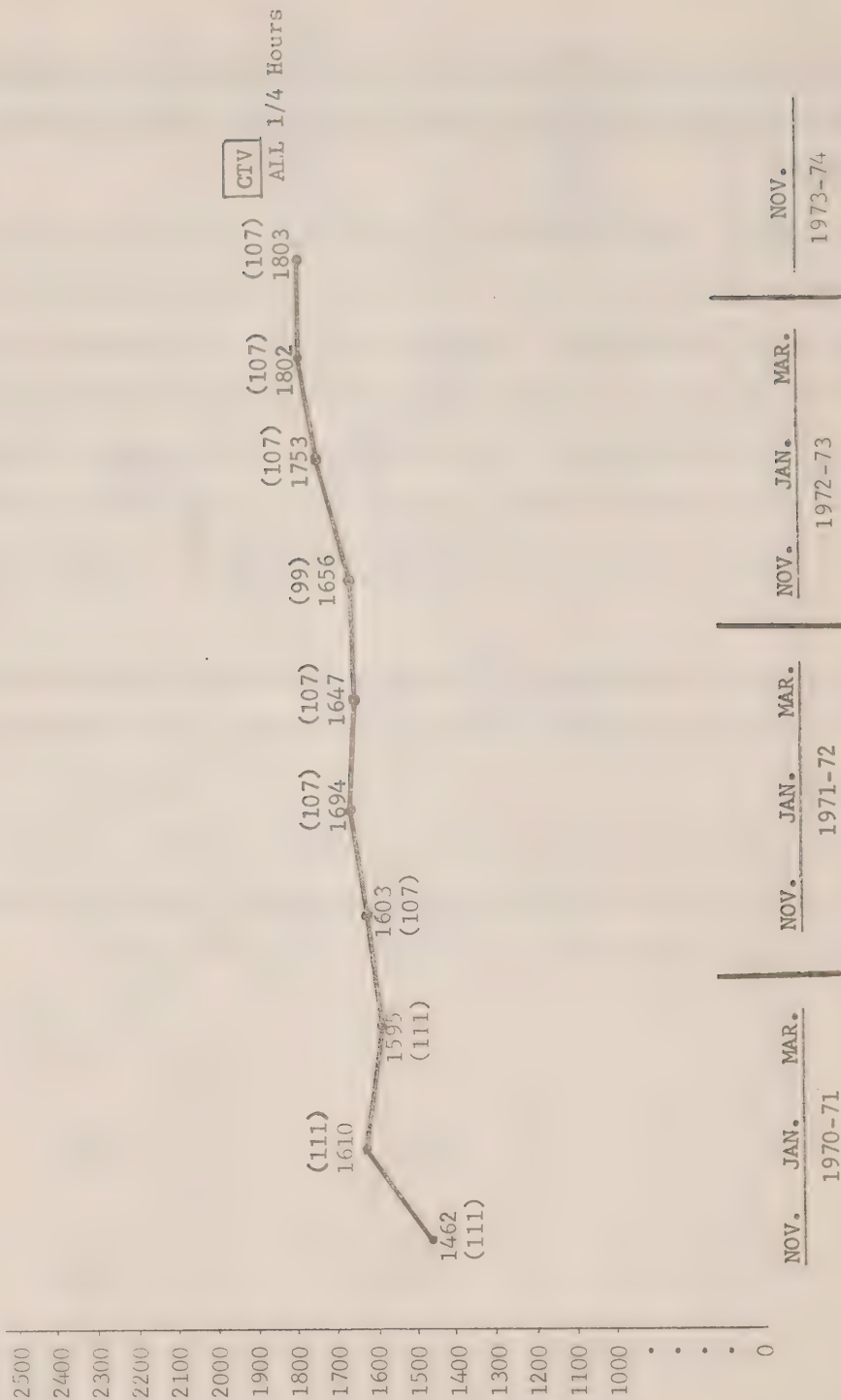
The audiences to Hockey Night in Canada have also shown a decline over this period, with most of the decline concentrated in the 1972-73 season. This situation is described in more detail on page 60 below.



TABLE 5

AVERAGE ½-HOUR AUDIENCE: CTV/ITO PROGRAMMING, PRIME-TIME, FULL NETWORK

ALL PERSONS 2+



NOTE: Figures in parentheses indicate the number of ½-hours on which the average is based.

Source: BBM

CTV Network

Figures in -000-

IV. AVERAGE 1/4 HOUR AUDIENCE FOR CTV PROGRAMMING DURING PRIME TIME

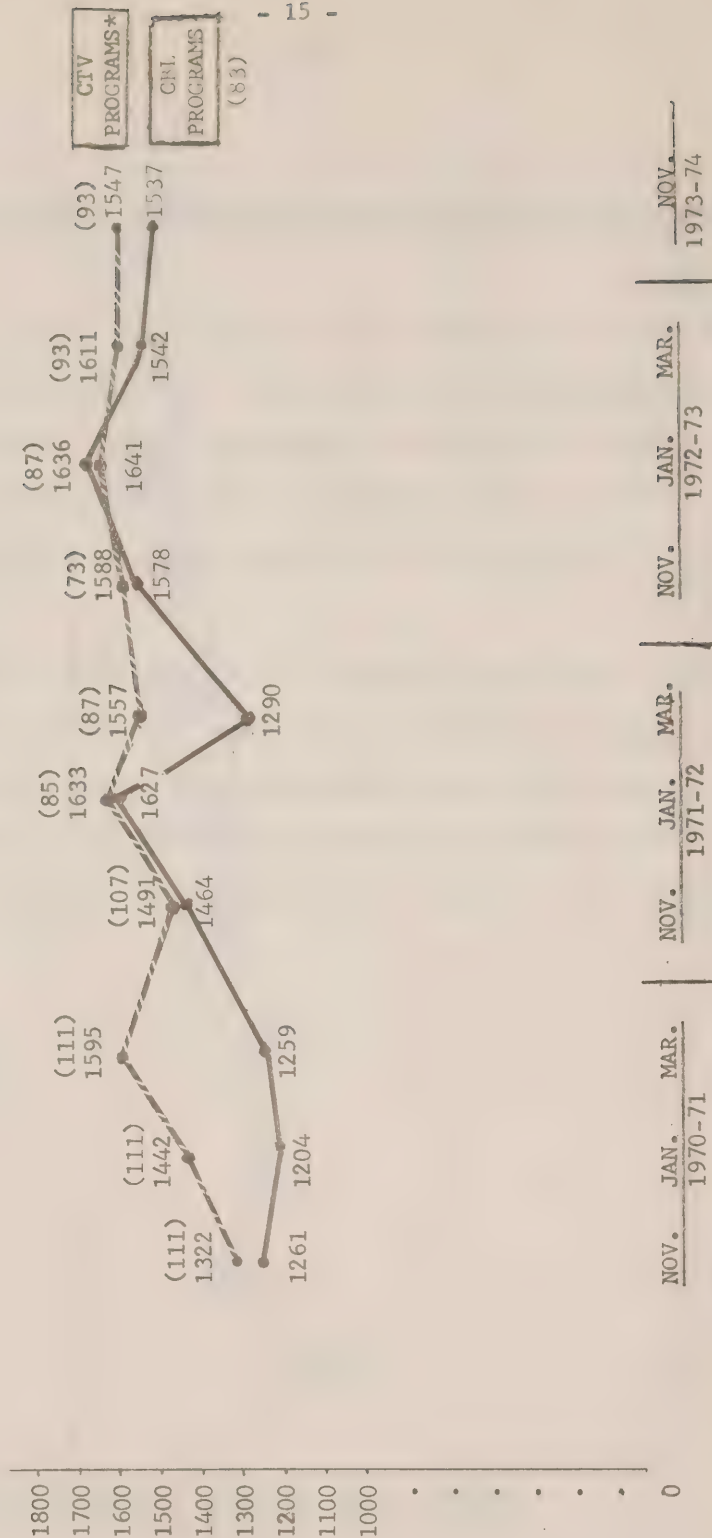
The chart on the opposite page shows the average  $\frac{1}{4}$ -hour audience tuned to the CTV network during prime-time. The averages are obtained from each survey by including all network and station selective programming during prime-time. Local programming on CTV stations has been excluded. The number of  $\frac{1}{4}$ - hours on which the average is based is shown for each survey.

Over the three years indicated on this graph, average audiences to CTV programming in prime-time have increased. Of course, during this four -year period CTV network coverage has also increased and therefore we should expect audiences to increase concurrently. It is, unfortunately, impossible to judge how much of the increase is due to extended coverage alone.

TABLE 6

AVERAGE ½-HOUR AUDIENCE: CBC/CTV COMMON COVERAGE AREA, PRIME-TIME

ALL PERSONS 2+



\* No data in Common Area available for programs not on all stations.

NOTE: Figures in parentheses indicate the number of ½-hours on which the average is based.

Source: BBM, CBC/CTV Common Area  
Figures in - 000 -

V. AVERAGE 1/4 HOUR AUDIENCE FOR CBC AND CTV PRIME TIME PROGRAMMING IN THE COMMON COVERAGE AREA

Table 6, opposite, shows the average  $\frac{1}{4}$ -hour audience delivered by CTV and CBC in the common coverage area during prime-time. The common coverage area is defined as that part of the country where both a CBC station (O & O or Affiliate) and a CTV station are available. For purposes of comparison only CBC Full Network Programs have been included in the CBC average and only CTV programs available on all CTV stations have been included in the CTV average. Note that because of the increases in the CTV coverage area during the period measured by this graph, the so-called common coverage area increases from year to year. It is therefore inevitable that audiences to both CBC and CTV will increase.

In the 1970-71 season CTV audiences were generally larger than CBC audiences but thereafter (with the exception of March 1972 when CBC programming was disrupted by a strike) the average  $\frac{1}{4}$ -hour audience for CBC and CTV has been almost identical.

Within the overall CBC average the relative differences between types of programs noted on earlier charts applies also to the common area. Audiences for U.S. Film are, on average, greater than audiences for Canadian Programming; audiences for 'Canadian Entertainment Programming' are, on average, larger than audiences for 'Canadian Information Programming'. This is shown in Table 7, overleaf.



TABLE 7

AVERAGE ½-HOUR AUDIENCE: CBC/CTV COMMON COVERAGE AREA, PRIME-TIME

ALL PERSONS 2+

|   | No. of<br>½-Hrs** | 1970-71       |               |               | 1971-72       |              |              | 1972-73      |              |              | 1973-74      |
|---|-------------------|---------------|---------------|---------------|---------------|--------------|--------------|--------------|--------------|--------------|--------------|
|   |                   | NOVEMBER      | JANUARY       | MARCH         | NOVEMBER      | JANUARY      | MARCH        | NOVEMBER     | JANUARY      | MARCH        | NOVEMBER     |
| <u>CBC PRIME-TIME</u>                     |                   |               |               |               |               |              |              |              |              |              |              |
| All Programs                              | (83)              | 1261          | 1204          | 1259          | 1464          | 1627         | 1290         | 1578         | 1641         | 1542         | 1537         |
| U.S. Purchase                             | (26)              | 1495          | 1388          | 1388          | 1862          | 2044         | 1821         | 2110         | 2135<br>(24) | 2063<br>(24) | 2003<br>(26) |
| Canadian (incl.<br>HNIC)                  | (53)              | 1169          | 1140          | 1228          | 1269          | 1456         | 1032         | 1354         | 1440         | 1335         | 1325<br>(57) |
| Canadian (excl.<br>HNIC)                  | (43)              | 928           | 882           | 919           | 969           | 1127<br>(41) | 846<br>(41)  | 1083<br>(42) | 1216         | 1077         | 1059<br>(47) |
| Entertainment<br>(excl. HNIC)             | (20)              | 1106          | 1084          | 1115          | 1092<br>(18)  | 1311         | 989          | 1232<br>(21) | 1396<br>(22) | 1206<br>(22) | 1179<br>(25) |
| Information                               | (23)              | 772           | 705           | 749           | 887<br>(25)   | 951<br>(21)  | 710<br>(21)  | 934<br>(21)  | 1028<br>(21) | 942<br>(21)  | 916<br>(21)  |
| Other than Canadian<br>/US                | (4)               | 953           | 857           | 832           | 1446          | 1274<br>(6)  | 1182<br>(6)  | 1072         | 1445<br>(6)  | 1295<br>(6)  | -<br>-       |
| <u>CTV PRIME TIME**</u>                   |                   |               |               |               |               |              |              |              |              |              |              |
| CTV Programs                              |                   | 1322<br>(111) | 1442<br>(111) | 1595<br>(111) | 1491<br>(107) | 1633<br>(85) | 1557<br>(87) | 1588<br>(73) | 1636<br>(83) | 1611<br>(93) | 1597<br>(83) |
| CTV Network Sales                         |                   |               | n/a           |               | 1301<br>(55)  | 1389<br>(41) | 1347<br>(51) | 1406<br>(45) | 1404<br>(47) | 1373<br>(49) | 1396<br>(49) |
| CTV Selective Sales<br>(Including Hockey) |                   |               | n/a           |               | 1692<br>(52)  | 1861<br>(44) | 1854<br>(36) | 1881<br>(28) | 1907<br>(40) | 1877<br>(44) | 1888<br>(44) |

Source: BBM, CBC/CTV  
Common Area

\* Figures in this column indicate the number of ½-hours on which the average is based. For those months in which there is a difference, the change is shown in parenthesis, below the audience size.

\*\* No data in Common Area available for programs not on all stations.

Table 7, on the opposite page, provides information on the average ½-hour audiences for various types of CBC programming within the CBC/CTV Common area as defined on the preceding page.

Because of the changes in the definition of this common coverage area over these years, it is very difficult to draw any firm conclusions from Table 7. However, it is fairly clear that the major reason for CBC closing the gap against CTV in terms of average ½-hour audiences, is because of the relatively better performance of the U.S. purchase in 1971-72, 1972-73 and 1973-74, to date, than in 1970-71 period. This may be illustrated as follows. We can average November, January and March surveys of each year (in 1971-72 November and January only, in 1973, November only). The average performance then of U.S. Film, Canadian, Canadian Entertainment and Canadian Information can then be expressed as a ratio to the average performance of all CBC programs. This is done in the following table.

|                     | Nov/Jan/<br>Mar<br>1970-71 | Nov/Jan<br>1971-72 | Nov/Jan/<br>Mar<br>1972-73 | November<br>1973 |
|---------------------|----------------------------|--------------------|----------------------------|------------------|
| All Programs        | 100                        | 100                | 100                        | 100              |
| U.S. Purchase       | 115                        | 126                | 133                        | 130              |
| Canadian            | 95                         | 88                 | 87                         | 86               |
| Canadian Entertain. | 89                         | 78                 | 81                         | 77               |
| Canadian Inform.    | 60                         | 60                 | 61                         | 60               |



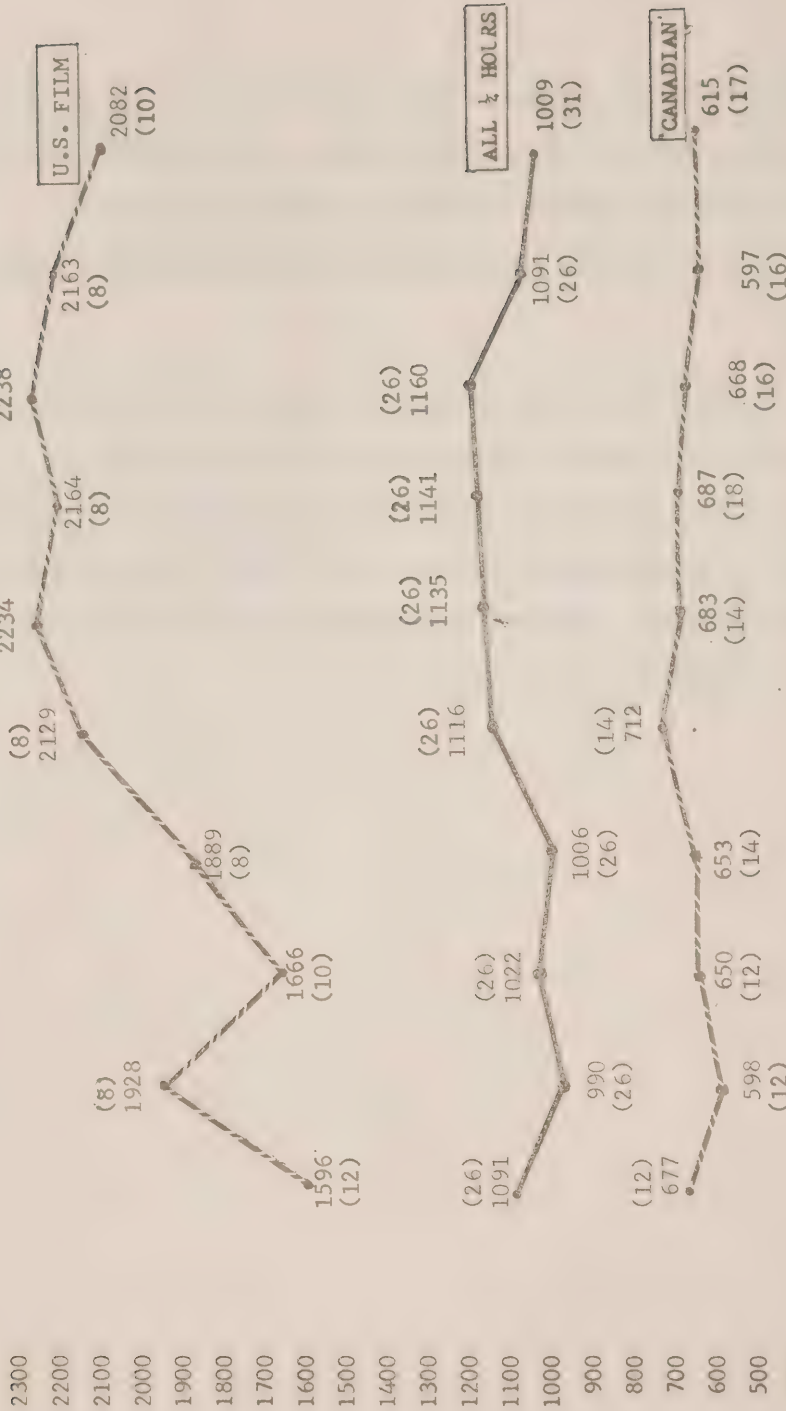
The ratio of the average 1/2-hour audience of U.S. Film to the average 1/2-hour audience of all prime-time on CBC increased from 115 to 133-130 over this period, Canadian Information Programming stayed constant, Canadian Entertainment Programming showed a slight decline.

The implication of this is that the decline in network audiences, shown in Tables 2 through 4, is not only due to the increase in coverage of CTV, and thus the fact that more and more of the population has access to programming alternative to CBC. but is also because, relatively speaking, 'Canadian Programming' has been losing ground within the expanding competitive area.



AVERAGE 1/4-HOUR AUDIENCE: CBC METRONET PRIME-TIME

ALL PERSONS 2+



NOV. JAN. MAR. NOV. JAN. MAR. NOV. JAN. MAR. NOV.

1970-71 1971-72 1972-73 1973-74

Source: BBM, CBC METRONET  
Figures in -000-

VI. AVERAGE ½-HOUR AUDIENCE FOR PRIME-TIME PROGRAMMING ON CBC  
METRONET

The chart on the opposite page shows the average ½-hour audience for programming Metronet in prime-time since November 1970. In each case only regularly-scheduled programs have been included, and in each case the number of quarter-hours on which the averages are based is indicated in parenthesis. During this time span the coverage of Metronet increased with the addition of Saskatoon.

Overall, audiences to Metronet have increased marginally over this period. This has been almost entirely due to the increase in audiences to U.S. Film purchase. Average audiences for Canadian programming on Metronet have remained fairly constant over the period.



VII. DETAILS OF AUDIENCES TO PRIME-TIME NETWORK PROGRAMS

MONDAY

LOTS A LUCK (7:30-8:00 P.M. Monday , Metronet - Available to Affiliates)

has been much less successful in this time slot than its predecessor, the IRISH ROVERS. To date this season it has attracted far fewer viewers and they do not enjoy it to the extent that Irish Rover audiences enjoyed that program.

|                               | CBC PANEL       |                 |                 | BBM             |                            |
|-------------------------------|-----------------|-----------------|-----------------|-----------------|----------------------------|
|                               | Period Measured | Audience Size % | Enjoyment Index | Period Measured | Average Audience (Aged 2+) |
|                               |                 |                 |                 |                 | (000)                      |
| <u>FULL SEASON</u>            |                 |                 |                 |                 |                            |
| 1971-72 Irish Rovers          | Sept-May        | 11              | 82              | Nov/Jan/Mar     | 1355                       |
| 1972-73 Irish Rovers          | Sept-May        | 12              | 85              | Nov/Jan/Mar     | 1503                       |
| <u>SEASON TO MID-NOVEMBER</u> |                 |                 |                 |                 |                            |
| 1972-73 Irish Rovers          | Sept-Nov        | 12              | 86              | November        | 1505                       |
| 1973-74 Lotsa Luck            | Sept-Nov        | 8               | 73              | November        | 1303                       |

NOTE: These figures are based upon audiences in Metronet area only.

THE PARTRIDGE FAMILY (8:00-8:30 P.M. Monday, Full Network), began

its fourth season this year with a smaller audience than in previous years. Its opposition on CTV was a relatively strong program, THE ROOKIES (outrated on CTV by NHL HOCKEY and KUNG FU only), as opposed to last year, when CTV had no Network program, or 1971-72 and 1970-71 when the CTV opposition was DORIS DAY and NASHVILLE NORTH. The level of audience enjoyment this year is marginally lower than for the past two seasons.





THE PARTRIDGE FAMILY

|                               | CBC PANEL       |                 |                 | BBM             |                            |
|-------------------------------|-----------------|-----------------|-----------------|-----------------|----------------------------|
|                               | Period Measured | Audience Size % | Enjoyment Index | Period Measured | Average Audience (Aged 2+) |
|                               |                 |                 |                 |                 | (000)                      |
| <u>FULL SEASON</u>            |                 |                 |                 |                 |                            |
| 1970-71                       | Sept-May        | 30              | 78              | Nov/Jan/Mar     | 3874                       |
| 1971-72                       | Sept-May        | 27              | 80              | Nov/Jan/Mar     | 3926                       |
| 1972-73                       | Sept-May        | 28              | 80              | Nov/Jan/Mar     | 3889                       |
| <u>SEASON TO MID-NOVEMBER</u> |                 |                 |                 |                 |                            |
| 1972-73                       | Sept-Nov        | 27              | 81              | November        | 3863                       |
| 1973-74                       | Sept-Nov        | 21              | 77              | November        | 3160                       |

The decline in audiences for PARTRIDGE FAMILY was greatest among its target age groups (aged 17 and under), as illustrated by the following table. Again the appeal of THE ROOKIES is probably a major factor, (ROOKIES is CTV's top-rated program among teen-agers).

THE PARTRIDGE FAMILY

| <u>BBM Report</u>       | Adults | Teens (12-17) | Children (2-4) |
|-------------------------|--------|---------------|----------------|
|                         | (000)  | (000)         | (000)          |
| November 1972           | 2123   | 681           | 1059           |
| November 1973           | 1822   | 533           | 805            |
| <u>Audience Decline</u> |        |               |                |
| Number                  | 301    | 148           | 254            |
| Per Cent                | 14%    | 22%           | 24%            |



CANNON (8:30-9:30 P.M., Monday, Full Network), suffered a modest decline in audience compared to the same period last season. During its first half-hour CANNON is opposite the second half of THE ROOKIES on CTV.

|                           | CBC PANEL       |                 |                 | BBM             |                            |
|---------------------------|-----------------|-----------------|-----------------|-----------------|----------------------------|
|                           | Period Measured | Audience Size % | Enjoyment Index | Period Measured | Average Audience (Aged 2+) |
| <u>FULL SEASON</u>        |                 |                 |                 |                 | (000)                      |
| 1971-72                   | Sept-May        | 27              | 81              | Nov/Jan/Mar     | 3093                       |
| 1972-73                   | Sept-May        | 30              | 83              | Nov/Jan/Mar     | 3135                       |
| <u>SEASON TO MID-NOV.</u> |                 |                 |                 |                 |                            |
| 1972-73                   | Sept-Nov        | 29              | 84              | November        | 3234                       |
| 1973-74                   | Sept-Nov        | 27              | 82              | November        | 2864                       |

THIS IS THE LAW (9:30-10:00 P.M., Monday, Full Network) remained in the same time-slot this season as last. It is attracting about the same number of viewers as it did last year. This is somewhat smaller than the average FRONT PAGE CHALLENGE audience when that program was on Mondays at 9:30 P.M., but it is about the same as FRONT PAGE has been attaining on Tuesday at 9:30 P.M.

|                              | CBC PANEL       |                 |                 | BBM             |                            |
|------------------------------|-----------------|-----------------|-----------------|-----------------|----------------------------|
|                              | Period Measured | Audience Size % | Enjoyment Index | Period Measured | Average Audience (Aged 2+) |
| <u>FULL SEASON</u>           |                 |                 |                 |                 | (000)                      |
| 1971-72 Front Page Challenge | Sept-May        | 22              | 80              | Nov/Jan/Mar     | 2434                       |
| 1972-73 This is the Law      | Sept-May        | 18              | 74              | Nov/Jan/Mar     | 2242                       |
| <u>SEASON TO MID-NOV.</u>    |                 |                 |                 |                 |                            |
| 1972-73 (Law)                | Sept-Nov        | 17              | 72              | November        | 2154                       |
| 1973-74 (Law)                | Sept-Nov        | 18              | 73              | November        | 2248                       |





IN THE SOUTH SEAS (10:00-10:30 P.M., Monday, Full Network). This program filled the spot normally occupied by NATURE OF THINGS (and last season by THE TENTH DECADE as well as NATURE...). The size of the audience and the extent to which viewers enjoy the program are at about the same level as they were last year during the same period. This is marginally lower than NATURE OF THINGS seasonal averages over the past few years.

|                                      | CBC PANEL       |                 |                 | BBM             |                            |
|--------------------------------------|-----------------|-----------------|-----------------|-----------------|----------------------------|
|                                      | Period Measured | Audience Size % | Enjoyment Index | Period Measured | Average Audience (Aged 2+) |
| <u>FULL SEASON</u>                   |                 |                 |                 |                 | (000)                      |
| 1970-71 Nature of Things             | Sept-May        | 10              | 77              | Nov/Jan/Mar     | 1404                       |
| 1971-72 Nature of Things             | Sept-May        | 12              | 86              | Nov/Jan         | 1691                       |
| 1972-73 Nature of Things             | Sept-May        | 10              | 81              | Nov/Jan/Mar     | 1417                       |
| <u>SEASON TO MID-NOV.</u>            |                 |                 |                 |                 |                            |
| 1972-73 Nature of Things/10th Decade | Sept-Nov        | 9/8             | 76/72           | November        | NA/1071                    |
| 1973-74 In the South Seas            | Sept-Nov        | 9               | 75              | November        | 1320                       |

MAN ALIVE (10:30-11:00 P.M. Monday, Full Network) retains the same broadcast time it has had for several seasons. During the past few years its average audience has shifted between the 5 and 7 per cent levels. This season, to date, it has been at the lower level. Viewer enjoyment is about average for the series.



MAN ALIVE

|                           | CBC PANEL       |                 |                 | BBM             |                            |
|---------------------------|-----------------|-----------------|-----------------|-----------------|----------------------------|
|                           | Period Measured | Audience Size % | Enjoyment Index | Period Measured | Average Audience (Aged 2+) |
|                           |                 |                 |                 |                 | (000)                      |
| <u>FULL SEASON</u>        |                 |                 |                 |                 |                            |
| 1970-71                   | Sept-May        | 7               | 65              | Nov/Jan/Mar     | 1092                       |
| 1971-72                   | Sept-May        | 5               | 68              | Nov/Jan/Mar     | 1132                       |
| 1972-73                   | Sept-May        | 7               | 75              | Nov/Jan/Mar     | 1082                       |
| <u>SEASON TO MID-NOV.</u> |                 |                 |                 |                 |                            |
| 1972-73                   | Sept-Nov        | 7               | 83              | November        | N.A.                       |
| 1973-74                   | Sept-Nov        | 5               | 72              | November        | 937                        |

TUESDAY

MARY TYLER MOORE (8:00-8:30 P.M. Tuesday, Full Network) showed little change in audience compared to last season.

|                           | CBC PANEL       |                 |                 | BBM             |                            |
|---------------------------|-----------------|-----------------|-----------------|-----------------|----------------------------|
|                           | Period Measured | Audience Size % | Enjoyment Index | Period Measured | Average Audience (Aged 2+) |
|                           |                 |                 |                 |                 | (000)                      |
| <u>FULL SEASON</u>        |                 |                 |                 |                 |                            |
| 1971-72                   | Sept-May        | 24              | 78              | Nov/Jan/Mar     | 2902                       |
| 1972-73                   | Sept-May        | 25              | 80              | Nov/Jan/Mar     | 2923                       |
| <u>SEASON TO MID-NOV.</u> |                 |                 |                 |                 |                            |
| 1972-73                   | Sept-Nov        | 24              | 81              | November        | 3015                       |
| 1973-74                   | Sept-Nov        | 23              | 79              | November        | 2706                       |





POLICE STORY (8:30-9:30 P.M. Tuesday, Full Network). This period was occupied in 1972-73 by FLIP WILSON and in 1971-72 by CAROL BURNETT (in 1970-71, MEN AT LAW was on from 9:00-10:00 P.M.). The peak audiences for the period were reached by CAROL BURNETT in 1971-72. Since then there has been a substantial decline, particularly during this season.

|                           | CBC PANEL       |                 |                 | BBM             |                            |
|---------------------------|-----------------|-----------------|-----------------|-----------------|----------------------------|
|                           | Period Measured | Audience Size % | Enjoyment Index | Period Measured | Average Audience (Aged 2+) |
| <u>FULL SEASON</u>        |                 |                 |                 |                 | (000)                      |
| 1970-71 Men at Law*       | Sept-May        | 24              | 78              | Nov/Jan/Mar     | 2321                       |
| 1971-72 Carol Burnett     | Sept-May        | 33              | 78              | Nov/Jan/Mar     | 3101                       |
| 1972-73 Flip Wilson       | Sept-May        | 27              | 77              | Nov/Jan/Mar     | 2584                       |
| <u>SEASON TO MID-NOV.</u> |                 |                 |                 |                 |                            |
| 1970-71 Men at Law*       | Sept-Nov        | N.A.            | N.A.            | November        | N.A.                       |
| 1971-72 Carol Burnett     | Sept-Nov        | 33              | 80              | November        | 3085                       |
| 1972-73 Flip Wilson       | Sept-Nov        | 28              | 77              | November        | 2329                       |
| 1973-74 Police Story      | Sept-Nov        | 18              | 77              | November        | 2091                       |

\* 9:00-10:00 P.M.

FRONT PAGE CHALLENGE (9:30-10:00 P.M. Tuesday, Full Network) is in its second season in the Tuesday night slot. Its audience is substantially the same as last year - i.e. down somewhat compared to previous seasons. (See also under THIS IS THE LAW



FRONT PAGE CHALLENGE

|                                    | CBC PANEL       |                 |                 | BBM             |                            |
|------------------------------------|-----------------|-----------------|-----------------|-----------------|----------------------------|
|                                    | Period Measured | Audience Size % | Enjoyment Index | Period Measured | Average Audience (Aged 2+) |
|                                    |                 |                 |                 |                 | (000)                      |
| <u>FULL SEASON</u>                 |                 |                 |                 |                 |                            |
| 1970-71 Monday<br>8:30-9:00 P.M.   | Sept-May        | 23              | 81              | Nov/Jan/Mar     | 2811                       |
| 1971-72 Monday<br>9:30-10:00 P.M.  | Sept-May        | 22              | 80              | Nov/Jan/Mar     | 2434                       |
| 1972-73 Tuesday<br>9:30-10:00 P.M. | Sept-May        | 19              | 82              | Nov/Jan/Mar     | 2123                       |
| <u>SEASON TO MID-NOV.</u>          |                 |                 |                 |                 |                            |
| 1972-73 F.P.C.                     | Sept-Nov        | 17              | 80              | November        | 2175                       |
| 1973-74 F.P.C.                     | Sept-Nov        | 18              | 81              | November        | 1924                       |

UP CANADA and SOME HONOURABLE MEMBERS (10:00-10:30 P.M. and 10:30-11:00 P.M., Tuesday, respectively, Full Network). These two programs replace TUESDAY NIGHT which ran from 10:00 to 11:00 P.M. for three seasons. UP CANADA has been watched by nearly as many people, on average, as TUESDAY NIGHT. A special computer tabulation, based upon viewing of this season's two 10:00-11:00 P.M. programs, indicates that the number of different people reached is somewhat larger than the number who tuned in to TUESDAY NIGHT in the past two seasons (9 per cent compared to 7 per cent).

The audience enjoyment level for the two new programs is generally lower than for TUESDAY NIGHT.





UP CANADA/SOME HONOURABLE MEMBERS

|   | CBC PANEL       |                 |                 | BBM             |                            |
|---|-----------------|-----------------|-----------------|-----------------|----------------------------|
|   | Period Measured | Audience Size % | Enjoyment Index | Period Measured | Average Audience (Aged 2+) |
|   |                 |                 |                 |                 | (000)                      |
| <u>FULL SEASON</u>                                      |                 |                 |                 |                 |                            |
| 1970-71 Tuesday Night                                   | Sept-May        | 11              | 70              | Nov/Jan/Mar     | 1472                       |
| 1971-72 "   | Sept-May        | 7               | 74              | Nov/Jan/        | 1297                       |
| 1972-73 "   | Sept-May        | 7               | 76              | Nov/Jan/Mar     | 1273                       |
| <u>SEASON TO MID-NOV.</u>                               |                 |                 |                 |                 |                            |
| 1972-73 Tuesday Night                                   | Sept-Nov        | 6               | 77              | November        | 1404                       |
| 1973-74 Up Canada                                       | Sept-Nov        | 6               | 61              | November        | 1163                       |
| 1973-74 Some Hon Mem.                                   | " "             | 4               | 66              | November        | 882                        |
| 1973-74 Cumulative 10:00-11:00 P.M. (month of November) | November        | 9               | N.A.            | November        | N.A.                       |

WEDNESDAY

HOWIE MEEKER HOCKEY SCHOOL (7:30-7:45 P.M. Wednesday, Metronet)

and MR CHIPS (7:45-8:00 P.M. Metronet), replace SINGALONG JUBILEE, which was carried during this half-hour for two seasons. The viewing level is down for the half-hour compared to previous years; this is particularly true of the MR. CHIPS segment, which is also relatively low in audience enjoyment.



|                           | CBC PANEL       |                 |                 | BBM             |                            |
|---------------------------|-----------------|-----------------|-----------------|-----------------|----------------------------|
|                           | Period Measured | Audience Size % | Enjoyment Index | Period Measured | Average Audience (Aged 2+) |
|                           |                 |                 |                 |                 | (000)                      |
| <u>FULL SEASON</u>        |                 |                 |                 |                 |                            |
| 1970-71 Singalong Jubilee | Sept-Mar        | 7               | 74              | Nov/Jan/Mar     | 853                        |
| 1971-72 "                 | Sept-Mar        | 6               | 73              | Nov/Jan         | 825                        |
| 1972-73 "                 | Sept-Mar        | 7               | 79              | Nov/Jan/Mar     | 752                        |
| <u>SEASON TO MID-NOV</u>  |                 |                 |                 |                 |                            |
| 1972-73 Singalong Jubilee | Sept-Nov        | 6               | 79              | November        | 781                        |
| 1973-74 Howie Meeker      | Sept-Nov        | 4               | 76              | November        | 662                        |
| Mr. Chips (7:45)          | Sept-Nov        | 2               | 65              | November        | 617                        |

See also Saturday 10:30 P.M.

THIS LAND (8:00-8:30 P.M. Wednesday, Full Network) started its 1973-74 season with almost the same number of viewers as during the early weeks of the 1972-73 season. Viewer enjoyment is at its usual high level.

|                           | CBC PANEL       |                 |                 | BBM             |                            |
|---------------------------|-----------------|-----------------|-----------------|-----------------|----------------------------|
|                           | Period Measured | Audience Size % | Enjoyment Index | Period Measured | Average Audience (Aged 2+) |
|                           |                 |                 |                 |                 | (000)                      |
| <u>FULL SEASON</u>        |                 |                 |                 |                 |                            |
| 1971-72                   | Sept-May        | 10              | 80              | Nov/Jan/Mar     | 1754                       |
| 1972-73                   | Sept-May        | 10              | 80              | Nov/Jan/Mar     | 1650                       |
| <u>SEASON TO MID-NOV.</u> |                 |                 |                 |                 |                            |
| 1972-73                   | Sept-Nov        | 8               | 83              | November        | 1762                       |
| 1973-74                   | Sept-Nov        | 7               | 80              | November        | 1689                       |





From 8:30-11:00 P.M. WEDNESDAY EVENING, programming has varied enormously over the past several seasons. During the early months of 1973-74, the Full Network has carried TO SEE OURSELVES (8:30-9:00 P.M.), various SPECIALS (9:00-10:00 or 10:30 P.M.), GALLERY repeats (10:00-10:30 P.M.) and TOMMY BANKS (10:30-11:00 P.M.). The audience history of the 2½ hours since 1971-72 is as follows:

|                                    | CBC PANEL       |                 |                 | BBM             |                            |
|------------------------------------|-----------------|-----------------|-----------------|-----------------|----------------------------|
|                                    | Period Measured | Audience Size % | Enjoyment Index | Period Measured | Average Audience (Aged 2+) |
|                                    |                 |                 |                 |                 | (000)                      |
| <u>1971-72</u>                     |                 |                 |                 |                 |                            |
| 8:30-9:00 No That's Me Over Here   | Oct-Dec         | 9               | 66              | November        | 1555                       |
| 9:00-10:00 Tenth Decade            | Oct-Dec         | 10              | 62              | November        | 1398                       |
| 9:30-9:30 Man at the Top           | Jan-Mar         | 10              | 62              | Jan/Mar         | 1426                       |
| 9:30-10:30 Various                 | -               | -               | -               | -               | -                          |
| 10:30-11:00 Tommy Banks            | Dec-Mar         | 7               | 63              | Jan/Mar         | 846                        |
| <u>Average</u> for 12 quarter hrs. | -               | -               | -               | -               | 1342                       |
| <u>1972 73</u>                     |                 |                 |                 |                 |                            |
| 8:30-9:30 Benny Hill               | Oct-Dec         | 11              | 68              | November        | 1627                       |
| 8:30-9:30 Man at the Top           | Jan-Mar         | 10              | 63              | Jan/Mar         | 1322                       |
| 9:30-11:00 Various                 | -               | -               | -               | -               | -                          |
| 10:30-11:00 Adieu Alouette         | Jan-Apr         | 4               | 56              | Jan/Mar         | 809                        |
| <u>Average</u> for 10 quarter hrs. | -               | -               | -               | -               | 1341                       |
| <u>1973-74</u>                     |                 |                 |                 |                 |                            |
| 8:30-9:00 To See Ourselves         | Oct-Nov         | 5               | 57              | November        | 1339                       |
| 9:00-10:00/10:30 Various           | -               | -               | -               | -               | -                          |
| 10:00-10:30 Gallery (repeats)      | Oct-Nov         | 4               | 68              | November        | 871                        |
| 10:30-11:00 Tommy Banks            | Oct-Nov         | 5               | 65              | November        | 810                        |
| <u>Average</u> for 6 quarter hrs.  | -               | -               | -               | -               | 1007                       |



Among the series presented over these three seasons (excluding the Wednesday Specials), the least successful in terms of attracting viewers have been those carried this season. They, along with last year's ADIEU ALOUETTE, have had audiences of not much more than half the size of most of the 1971-72 and 1972-73 programs. CTV competition over much of the country continues to be the CTV Hockey broadcast.

# THURSDAY

MAUDE (7:30-8:00 P.M. Thursday, Metronet) has at least maintained the audience it had during the same period last season. It continues to achieve a quite high enjoyment index.

|                           | CBC PANEL       |                 |                 | BBM             |                            |
|---------------------------|-----------------|-----------------|-----------------|-----------------|----------------------------|
|                           | Period Measured | Audience Size % | Enjoyment Index | Period Measured | Average Audience (Aged 2+) |
|                           |                 |                 |                 |                 | (000)                      |
| <u>FULL SEASON</u>        |                 |                 |                 |                 |                            |
| 1970-71 Odd Couple        | Sept-May        | 10              | 74              | Nov/Jan/Mar     | 1208                       |
| 1971-72 Getting Togth.    | Sept-May        | 6               | 73              | November        | 1031                       |
| 1972-73 Maude             | Sept-May        | 12              | 79              | Nov/Jan/Mar     | 1405                       |
| <u>SEASON TO MID-NOV.</u> |                 |                 |                 |                 |                            |
| 1972-73 Maude             | Sept-Nov        | 11              | 79              | November        | 1498                       |
| 1973-74 Maude             | Sept-Nov        | 14              | 79              | November        | 1397                       |





CAROL BURNETT (8:00-9:00 P.M. Thursday, Full Network). On her second season at 8:00 P.M. Thursday, CAROL BURNETT has not yet managed to achieve audiences as large as those who viewed her 1971-72 series at 8:30 P.M. Tuesday. Both viewing and enjoyment levels this season are quite close to those of last year.

|                           | CBC PANEL       |                 |                 | BBM             |                            |
|---------------------------|-----------------|-----------------|-----------------|-----------------|----------------------------|
|                           | Period Measured | Audience Size % | Enjoyment Index | Period Measured | Average Audience (Aged 2+) |
| (Thursday 8-9 P.M.)       |                 |                 |                 |                 | (000)                      |
| <u>FULL SEASON</u>        |                 |                 |                 |                 |                            |
| 1970-71 Interns           | Sept-May        | 30              | 83              | Nov/Jan/Mar     | 3053                       |
| 1971-72 O'Hara            | Sept-May        | 23              | 80              | Nov/Jan/Mar     | 2438                       |
| (1971-72) C. Burnett      |                 |                 |                 |                 |                            |
| (Tues. 8:30-9:30 P.M.)    | Sept-May        | (33)            | (78)            | Nov/Jan/Mar     | (3101)                     |
| 1972-73 C. Burnett        | Sept-May        | 27              | 76              | Nov/Jan/Mar     | 2795                       |
| <u>SEASON TO MID-NOV.</u> |                 |                 |                 |                 |                            |
| 1972-73 C. Burnett        | Sept-Nov        | 28              | 77              | November        | 2829                       |
| 1973-74 C. Burnett        | Sept-Nov        | 23              | 73              | November        | 2742                       |

DELILAH (9:00-9:30 P.M. Thursday, Metronet) is maintaining the same audience level as last year's TELESCOPE and CLOCHEMERLE, although its enjoyment index is significantly lower than for either of these others. None of the three programs have managed to come close to the audience appeal of ALL IN THE FAMILY, which was on at the same time in 1971-72.



|                           | CBC PANEL       |                 |                 | BBM             |                            |
|---------------------------|-----------------|-----------------|-----------------|-----------------|----------------------------|
|                           | Period Measured | Audience Size % | Enjoyment Index | Period Measured | Average Audience (Aged 2+) |
|                           |                 |                 |                 |                 | (000)                      |
| <u>FULL SEASON</u>        |                 |                 |                 |                 |                            |
| 1971-72 All in Family     | Sept-May        | 22              | 88              | Jan/Mar         | 1977                       |
| 1972-73 Telescope         | Sept-Jan        | 5               | 75              | November        | 717                        |
| 1972-73 Clochemerle       | Jan-Mar         | 5               | 65              | Jan/Mar         | 771                        |
| <u>SEASON TO MID-NOV.</u> |                 |                 |                 |                 |                            |
| 1972-73 Telescope         | Sept-Nov        | 5               | 76              | November        | 717                        |
| 1973-74 Delilah           | Sept-Nov        | 5               | 51              | November        |                            |

COUNTRY TIME (9:30-10:00 P.M. Thursday, Metronet) is the fourth program to occupy this period in the past four seasons. To date it has been the most watched and most enjoyed of the four.

COUNTRY TIME

|                          | CBC PANEL       |                 |                 | BBM             |                            |
|--------------------------|-----------------|-----------------|-----------------|-----------------|----------------------------|
|                          | Period Measured | Audience Size % | Enjoyment Index | Period Measured | Average Audience (Aged 2+) |
|                          |                 |                 |                 |                 | (000)                      |
| <u>FULL SEASON</u>       |                 |                 |                 |                 |                            |
| 1970-71 Music Album      | Sept-May        | 3               | 69              | Nov/Jan/Mar     | 480                        |
| 1971-72 To See Ourselves | Sept-Dec        | 2               | IFR             | November        | 462                        |
| 1971-72 Program X        | Dec-Apr.        | 5               | 50              | Jan/Mar         | 803*                       |
| 1972-73 Bandwagon        | Sept-May        | 2               | 64              | Nov/Jan/Mar     | 470                        |
| <u>SEASON TO MID-NOV</u> |                 |                 |                 |                 |                            |
| 1972-73 Bandwagon        | Sept-Nov        | 3               | 59              | November        | 467                        |
| 1973-74 Country Time     | Sept-Nov        | 6               | 78              | November        | 637                        |

IFR - Insufficient for Reporting  
 \* - 'All in the Family' lead-in  
Note; See also Saturday 10:30 P.M.



THURSDAY 10:00-11:00 (M)

TAKE 30/60 - NEWS MAGAZINE

|                             | CBC PANEL       |                 |                 | BBM             |                            |
|-----------------------------|-----------------|-----------------|-----------------|-----------------|----------------------------|
|                             | Period Measured | Audience Size % | Enjoyment Index | Period Measured | Average Audience (Aged 2+) |
|                             |                 |                 |                 |                 | (000)                      |
| <u>1970-71</u>              |                 |                 |                 |                 |                            |
| Monty Python (10:00-10:30)  | Oct-May         | 5               | 60              | Nov/Jan         | 536                        |
| Encounter (10:00-11:00)     | Sept-Jan        | 2               | IFR             | Nov/Jan/Mar     | 371                        |
| Average ½-hour              | -               | -               | -               | -               | 454                        |
| <u>1971-72</u>              |                 |                 |                 |                 |                            |
| Midweek (10:00-11:00)       | Sept-Apr        | 3               | 70              | Nov/Jan/Mar     | 427                        |
| Average ½-hour              | -               | -               | -               | -               | 427                        |
| <u>1972-73</u>              |                 |                 |                 |                 |                            |
| Marketplace (10:00-10:30)   | Oct-Mar         | 5               | 81              | Nov/Jan         | 574                        |
| Arts '73 (10:00-10:30)      | Mar-May         | 3               | 69              | March           | 386                        |
| Encounter (10:30-11:00)     | Sept-May        | 2               | IFR             | Nov/Jan/Mar     | 386                        |
| Newsfile (10:30-11:00)      | Feb-May         | 2               | IFR             | Nov/Jan/Mar     | 440                        |
| Average ½-hour              | -               | -               | -               | -               | 443                        |
| <u>1973-74</u>              |                 |                 |                 |                 |                            |
| Take 30 (10:00-10:30)       | Oct-Nov         | 2               | IFR             | November        | 346*                       |
| News Magazine (10:30-11:00) | Oct-Nov         | 3               | 80              | November        | 314*                       |
| Take 60 (10:00-11:00)       | Oct-Nov         | 3               | 72              | November        | 349*                       |
| Average ½-hour              | -               | -               | -               | -               | 340                        |

\*Take 30, News Magazine and Take 60 were carried by 11, 10 and 12 stations respectively during the November 1973 BBM survey

IFR - Insufficient for Reporting





TAKE 30/60 and NEWSMAGAZINE (10:00-11:00 p.m. Thursday, Metronet).

The half-hour programs TAKE 30 (10:00-10:30 p.m.) and NEWSMAGAZINE (10:30-11:00 p.m.) and the one-hour edition of TAKE 60 are carried on alternate weeks. Their audiences are roughly the same size as for most of the programs broadcast at the same time during the past several seasons. The exceptions - i.e. programs with more viewers - have been MONTY PYTHON in 1970-71 and THE MARKETPLACE in 1972-73. Audience enjoyment for NEWS MAGAZINE is quite high and for TAKE 60 moderately high compared to other years' programming at this time.

#### FRIDAY

THE IRISH ROVERS (7:30-8:00 p.m. Friday, Metronet), replaced the DICK VAN DYKE show, which had run for two seasons. So far the IRISH ROVERS audiences have been significantly larger than DICK VAN DYKE received during the same period last season. The audience enjoyment is marginally higher than for DICK VAN DYKE.

|                           | CBC PANEL       |                 |                 | BBM             |                                  |
|---------------------------|-----------------|-----------------|-----------------|-----------------|----------------------------------|
|                           | Period Measured | Audience Size % | Enjoyment Index | Period Measured | Average Audience (Aged 2+) (000) |
| <u>FULL SEASON</u>        |                 |                 |                 |                 |                                  |
| 1971-72 D.V.D.            | Sept-May        | 9               | 77              | Nov/Jan/Mar     | 1075                             |
| 1972-73 "                 | Sept-May        | 8               | 78              | Nov/Jan/Mar     | 1213                             |
| <u>SEASON TO MID NOV.</u> |                 |                 |                 |                 |                                  |
| 1972-73 D.V.D.            | Sept-Nov        | 7               | 78              | November        | 1104                             |
| 1973-74 Irish Rovers      | Sept-Nov        | 11              | 85              | November 130    | 1303                             |

NOTE: See also Monday 7:30 P.M.



ALL IN THE FAMILY (8:00-8:30 p.m. Friday, Full Network) and M.A.S.H. (8:30-9:00 p.m. Friday, Full Network). These two programs are now in their second season with one scheduling change - i.e. ALL IN THE FAMILY is now in the first half-hour instead of M.A.S.H. The hour has been strengthened considerably, from an audience point of view, by adding these two programs to the schedule in place of LAUGH-IN. More people are watching and they are enjoying the programs more than they enjoyed the last year of LAUGH-IN. Audiences to both M.A.S.H. and ALL IN THE FAMILY have both increased this year, over the same period last season, although it is not possible to be sure whether the time change (in the case of M.A.S.H.) or other factors have attracted the additional viewers.

|                           | CBC PANEL       |                 |                 | BBM             |                              |
|---------------------------|-----------------|-----------------|-----------------|-----------------|------------------------------|
|                           | Period Measured | Audience Size % | Enjoyment Index | Period Measured | Average (Audience (Aged 2+)) |
|                           |                 |                 |                 |                 | (000)                        |
| <u>FULL SEASON</u>        |                 |                 |                 |                 |                              |
| 1970-71 LaughIn           | Sept-May        | 28              | 66              | Nov/Jan/Mar     | 2855                         |
| 1971-72 LaughIn           | Sept-May        | 23              | 68              | Nov/Jan/Mar     | 2464                         |
| 1972-73 Mash (8:00)       | Sept-May        | 21              | 80              | Nov/Jan/Mar     | 2810                         |
| 1972-73 All Family        | Sept-May        | 33              | 86              | Nov/Jan/Mar     | 3469                         |
| <u>SEASON TO MID-NOV.</u> |                 |                 |                 |                 |                              |
| 1972-73 MASH(8:00)        | Sept-Nov        | 18              | 77              | November        | 2599                         |
| 1972-73 All Fam(8:30)     | Sept-Nov        | 31              | 88              | November        | 3387                         |
| 1973-74 All Fam(8:00)     | Sept-Nov        | 32              | 84              | November        | 2843                         |
| 1973-74 MASH (8:30)       | Sept-Nov        | 24              | 82              | November        | 3148                         |





The following table shows the cumulative audiences for the 8:00-9:00 p.m. period during the past four years (based upon averages over four weeks in September-October).

|  | Cumulative Audience*<br>CBC Panel |
|--|-----------------------------------|
|  | %                                 |
| Sept-Oct 1970 - LAUGH IN               | 30                                |
| Sept-Oct 1971 - LAUGH IN               | 26                                |
| Sept-Oct 1972 - MASH/ALL IN THE FAMILY | 37                                |
| Sept-Oct 1973 - ALL IN THE FAMILY/MASH | 39                                |

\* Cumulative - total persons (aged 12+) tuning in sometime during 8:00-9:00 p.m.

TOMMY HUNTER (9:00-10:00 p.m. Friday, Full Network), in the early weeks of the season, has an audience that is identical to last year's during the same time. Both size and degree of enjoyment are unchanged.

|                           | CBC PANEL          |                       |                    | BBM                |                                  |
|---------------------------|--------------------|-----------------------|--------------------|--------------------|----------------------------------|
|                           | Period<br>Measured | Audience<br>Size<br>% | Enjoyment<br>Index | Period<br>Measured | Average<br>Audience<br>(Aged 2+) |
|                           |                    |                       |                    |                    | (000)                            |
| <u>FULL SEASON</u>        |                    |                       |                    |                    |                                  |
| 1970-71                   | Sept-May           | 22                    | 78                 | Nov/Jan/Mar        | 2187                             |
| 1971-72                   | Sept-May           | 21                    | 82                 | Nov/Jan            | 2158                             |
| 1972-73                   | Sept-May           | 19                    | 83                 | Nov/Jan/Mar        | 2185                             |
| <u>SEASON TO MID-NOV.</u> |                    |                       |                    |                    |                                  |
| 1972-73                   | Sept-Nov           | 17                    | 81                 | November           | 2120                             |
| 1973-74                   | Sept-Nov           | 17                    | 80                 | November           | 2121                             |



THE WORLD AT WAR (10:00-11:00 p.m. Friday, Metronet) has improved the audience situation somewhat over last year, when the hour was filled by two half-hour shows: TO SEE OURSELVES and TOMMY BANKS. The audience to this program is still not particularly large, but the enjoyment level is much improved.

|                                    | CBC PANEL       |                 |                 | BBM             |                                  |
|------------------------------------|-----------------|-----------------|-----------------|-----------------|----------------------------------|
|                                    | Period Measured | Audience Size % | Enjoyment Index | Period Measured | Average Audience (Aged 2+) (000) |
| <u>FULL SEASON</u>                 |                 |                 |                 |                 |                                  |
| 1972-73 To See Ourselves (10:00)   | Sept-Dec        | 3               | 62              | November        | 558                              |
| 1972-73 Program X (10:00)          | Dec-May         | 4               | 52              | Jan/Mar         | 487                              |
| 1972-73 Tommy Banks (10:30)        | Sept-May        | 2               | 69              | Nov/Jan/Mar     | 455                              |
| <u>SEASON TO MID-NOV.</u>          |                 |                 |                 |                 |                                  |
| 1972-73 To See Ourselves (10:00)   | Sept-Nov        | 3               | 61              | November        | 558                              |
| 1972-73 Tommy Banks (10:30)        | Sept-Nov        | 2               | 66              | November        | 491                              |
| 1973-74 World at War (10:00-11:00) | Sept-Nov        | 4               | 79              | November        | 732                              |



SATURDAY 6:30-8:00 p.m. (M)

|                             | CBC PANEL       |                 |                 | BBM             |                                  |
|-----------------------------|-----------------|-----------------|-----------------|-----------------|----------------------------------|
|                             | Period Measured | Audience Size % | Enjoyment Index | Period Measured | Average Audience (Aged 2+) (000) |
| <u>1971-72</u>              |                 |                 |                 |                 |                                  |
| 6:30-7:00 Replay            | Oct-Apr         | 2               | 69              | Nov/Jan/Mar     | 540                              |
| 7:00-7:30 Orff              | Oct-Apr         | 3               | 41              | Nov/Jan/Mar     | 534                              |
| 7:30-8:00 Local             | -               | -               | -               | -               | -                                |
| Average $\frac{1}{2}$ -hour | -               | -               | -               | -               | (537)                            |
| <u>1972-73</u>              |                 |                 |                 |                 |                                  |
| 6:30-7:00 Replay            | Sept-May        | 3               | 71              | Nov/Jan         | 561                              |
| 7:00-7:30 Al Hamel          | Sept-May        | 3               | 53              | Nov/Jan/Mar     | 557                              |
| 7:30-8:00 Local             | -               | -               | -               | -               | -                                |
| Average $\frac{1}{2}$ -hour | -               | -               | -               | -               | (559)                            |
| <u>1972-73</u>              |                 |                 |                 |                 |                                  |
| 6:30-7:00 Replay            | Sept-Nov        | 2               | 70              | November        | 610                              |
| 7:00-7:30 Al Hamel          | Sept-Nov        | 3               | 50              | November        | 577                              |
| 7:30-8:00 Local             | -               | -               | -               | -               | -                                |
| Average $\frac{1}{2}$ -hour | -               | -               | -               | -               | (594)                            |
| <u>1973-74</u>              |                 |                 |                 |                 |                                  |
| 6:30-7:00 Music Mach.       | Sept-Nov        | 3               | 57              | November        | 565                              |
| 7:00-7:30 Local             | -               | -               | -               | -               | -                                |
| 7:30-8:00 Replay            | Sept-Nov        | 1               | IFR             | November        | 626                              |
| Average $\frac{1}{2}$ -hour | -               | -               | -               | -               | (596)                            |

IFR: Insufficient for Reporting.





# SATURDAY

UPDATE (6:00-6:30 p.m. in Ontario & Quebec, one hour later in Atlantic, usually rescheduled in Alberta/B.C., Metronet), continues with audience size and reaction the same as last year.

|                          | CBC PANEL       |                 |                 | BBM             |                                     |
|--------------------------|-----------------|-----------------|-----------------|-----------------|-------------------------------------|
|                          | Period Measured | Audience Size % | Enjoyment Index | Period Measured | Average Audience (Aged 2+)<br>(000) |
| <u>FULL SEASON</u>       |                 |                 |                 |                 |                                     |
| 1970-71                  | Sept-May        | 3               | 74              | Nov/Jan/Mar     | 634                                 |
| 1971-72                  | Sept-May        | 3               | 75              | Nov/Jan/Mar     | 606                                 |
| 1972-73                  | Sept-May        | 3               | 76              | Nov/Jan/Mar     | 601                                 |
| <u>SEASON TO MID-NOV</u> |                 |                 |                 |                 |                                     |
| 1972-73                  | Sept-Nov        | 2               | 74              | November        | 593                                 |
| 1973-74                  | Sept-Nov        | 2               | 76              | November        | 619                                 |

MUSIC MACHINE (6:30-7:00 p.m. in Ontario and Quebec, rescheduled in rest of Canada, Metronet) and REPLAY (7:30-8:00 p.m. in Ontario and Quebec rescheduled in rest of Canada, Metronet). These programs which precede the hockey broadcast, are maintaining roughly the same audience levels as various other pre-hockey programs since 1971-72.



HOCKEY NIGHT IN CANADA (8:00-10:30 p.m. Saturday, Live, Full Network)

maintained the same sized audience as last year, after a two-year decline.

|                          | CBC PANEL       |                 |                 | BBM             |                            |
|--------------------------|-----------------|-----------------|-----------------|-----------------|----------------------------|
|                          | Period Measured | Audience Size % | Enjoyment Index | Period Measured | Average Audience (Aged 2+) |
| <u>FULL SEASON</u>       |                 |                 |                 |                 | (000)                      |
| 1970-71                  | Sept-May        | 42              | 80              | Nov/Jan/Mar     | 3795                       |
| 1971-72                  | Sept-May        | 35              | 80              | Nov/Jan/Mar     | 3827                       |
| 1972-73                  | Sept-May        | 33              | 79              | Nov/Jan/Mar     | 3142                       |
| <u>SEASON TO MID-NOV</u> |                 |                 |                 |                 |                            |
| 1972-73                  | Sept-Nov        | 33              | 79              | November        | 3172                       |
| 1973-74                  | Sept-Nov        | 33              | 81              | November        | 3150                       |

SINGALONG JUBILEE (10:30-11:00 p.m. approx; rescheduled in Atlantic,

Saturday, Full Network). Indications are that SINGALONG JUBILEE attracts somewhat smaller audiences than its predecessor, COUNTRYTIME.

|                          | CBC PANEL       |                 |                 | BBM             |                            |
|--------------------------|-----------------|-----------------|-----------------|-----------------|----------------------------|
|                          | Period Measured | Audience Size % | Enjoyment Index | Period Measured | Average Audience (Aged 2+) |
| <u>FULL SEASON</u>       |                 |                 |                 |                 | (000)                      |
| 1970-71 Countrytime      | Sept-May        | 17              | 76              | Nov/Jan/Mar     | 2156                       |
| 1971-72 Countrytime      | Sept-May        | 15              | 77              | Nov/Jan         | 2072                       |
| 1972-73 Countrytime      | Sept-May        | 13              | 78              | Nov/Jan/Mar     | 1719                       |
| <u>SEASON TO MID-NOV</u> |                 |                 |                 |                 |                            |
| 1972-73 Countrytime      | Sept-Nov        | 11              | 77              | November        | 1732                       |
| 1973-74 Singalong        | Sept-Nov        | 8               | 73              | November        | 1706                       |





SUNDAY

WONDERFUL WORLD OF DISNEY (6:00-7:00 p.m. Sunday, Metronet). Indications are that the audiences to the program are declining this season. Both the CBC Panel average audiences (to Mid-November and BBM, for November), show a drop of between 10 and 15 per cent compared to the same periods last season.

|                          | CBC PANEL       |                 |                 | BBM             |                            |
|--------------------------|-----------------|-----------------|-----------------|-----------------|----------------------------|
|                          | Period Measured | Audience Size % | Enjoyment Index | Period Measured | Average Audience (Aged 2+) |
|                          |                 |                 |                 |                 | (000)                      |
| <u>FULL SEASON</u>       |                 |                 |                 |                 |                            |
| 1970-71                  | Sept-May        | 18              | 82              | Nov/Jan/Mar     | 2727                       |
| 1971-72                  | Sept-May        | 18              | 85              | Nov/Jan/Mar     | 2799                       |
| 1972-73                  | Sept-May        | 19              | 84              | Nov/Jan/Mar     | 3067                       |
| <u>SEASON TO MID-NOV</u> |                 |                 |                 |                 |                            |
| 1972-73                  | Sept-Nov        | 18              | 84              | November        | 3026                       |
| 1973-74                  | Sept-Nov        | 16              | 84              | November        | 2590*                      |

\* November 11 program only; November 18 re-scheduled.

THE BEACHCOMBERS (7:00-7:30 p.m. Sunday, Full Network). Although last season's average audience level had not been reached by mid-November, the average to that time is the same this year as last, and the enjoyment index is marginally higher. The November 1973 BBM rating is deceptive because the measurement was based on a single week in which the program was broadcast at 4:00 p.m. in Ontario and the east.



THE BEACHCOMBERS

|                          | CBC PANEL       |                 |                 | BBM             |                            |
|--------------------------|-----------------|-----------------|-----------------|-----------------|----------------------------|
|                          | Period Measured | Audience Size % | Enjoyment Index | Period Measured | Average Audience (Aged 2+) |
| <u>FULL SEASON</u>       |                 |                 |                 |                 | (000)                      |
| 1970-71 Rainbow Cnt.     | Sept-May        | 25              | 75              | Nov/Jan/Mar     | 3858                       |
| 1971-72 The Rovers       | Sept-May        | 21              | 72              | Nov/Jan/Mar     | 3412                       |
| 1972-73 Beachcombers     | Sept-May        | 18              | 67              | Nov/Jan/Mar     | 3304                       |
| <u>SEASON TO MID-NOV</u> |                 |                 |                 |                 |                            |
| 1972-73 Beachcombers     | Sept-Nov        | 16              | 64              | November        | 2963                       |
| 1973-74 "                | Sept-Nov        | 16              | 71              | November        | 2403*                      |

\* BBM measured only one week: broadcast at 4:00 p.m. in Ontario and East.

THE WALTONS (7:30-8:30 p.m. Sunday, Full Network) and NEEDLES AND PINS (8:30-9:00 p.m. Sunday, Full Network). This year the period from 7:30 - 9:00 p.m. has been occupied by the hour-long WALTONS followed by the half-hour NEEDLES AND PINS. During several previous seasons the shorter program came first. The following two tables show the audience patterns for the two relevant periods.

From 7:30-8:00 p.m., the first half of THE WALTONS has been attracting more adults and teen-agers than the other programs carried for the past three seasons. Looking at all viewers aged 2+ (BBM), the differences in audiences since 1970-71 are slight. THE WALTONS are enjoyed somewhat more, it seems, than these other shows.



SUNDAY 7:30-8:00 p.m.

|                                | CBC PANEL       |                 |                 | BBM             |                            |
|--------------------------------|-----------------|-----------------|-----------------|-----------------|----------------------------|
|                                | Period Measured | Audience Size % | Enjoyment Index | Period Measured | Average Audience (Aged 2+) |
| <u>FULL SEASON</u>             |                 |                 |                 |                 | (000)                      |
| 1970-71 Bill Cosby             | Sept-May        | 22              | 71              | Nov/Jan/Mar     | 3393                       |
| 1971-72 Jim Stewart            | Sept-May        | 21              | 57              | Nov/Jan/Mar     | 3210                       |
| 1972-73 Anna & King            | Sept-Oct        | 22              | 78              | November        | 3063                       |
| 1972-73 Black Beauty           | Jan-May         | 24              | 79              | Jan/Mar         | 3319                       |
| <u>SEASON TO MID-NOV.</u>      |                 |                 |                 |                 |                            |
| 1972-73 Anna & King            | Sept-Nov        | 23              | 78              | November        | 3063                       |
| 1973-74 Waltons<br>(1st ½-hr.) | Sept-Nov        | 26              | 86              | November        | 3173                       |

From 8:00-9:00 p.m., the second half of THE WALTONS has fared about the same as ED SULLIVAN in 1970-71, and the early months of JULIE ANDREWS (although her audiences declined later in the season). THE WALTONS have not attracted as many viewers as FLIP WILSON in 1970-71. NEEDLES AND PINS resulted in drastic audience losses whether the comparison is with THE WALTONS or any of the programs occupying the same time-slot during the past few seasons.

SUNDAY 8:00-9:00 p.m.

|                                    | CBC PANEL       |                 |                 | BBM             |                            |
|------------------------------------|-----------------|-----------------|-----------------|-----------------|----------------------------|
|                                    | Period Measured | Audience Size % | Enjoyment Index | Period Measured | Average Audience (Aged 2+) |
| <u>FULL SEASON</u>                 |                 |                 |                 |                 | (000)                      |
| 1970-71 Ed Sullivan                | Sept-May        | 27              | 63              | Nov/Jan/Mar     | 3180                       |
| 1971-72 Flip Wilson                | Sept-May        | 35              | 79              | Nov/Jan/Mar     | 3657                       |
| 1972-73 J. Andrews                 | Sept-May        | 24              | 74              | Nov/Jan/Mar     | 2658                       |
| <u>SEASON TO MID-NOV.</u>          |                 |                 |                 |                 |                            |
| 1972-73 J. Andrews                 | Sept-Nov        | 26              | 76              | November        | 2913                       |
| 1973-74 Waltons<br>(8:00-8:30)     | Sept-Nov        | 26              | 86              | November        | 3173                       |
| 1973-74 Needles & Pins (8:30-9:00) | Sept-Nov        | 11              | 61              | November        | 1899                       |





SUNDAY AT NINE (9:00-10:00 p.m., Sunday, Full Network). The average level of viewing which has been declining over the past several seasons continued to drop during the early weeks of the 1973-74 season (before the debut of THE COLLABORATORS, for which data are not yet available).<sup>\*</sup> Because this hour has been a very mixed bag, these "average" figures should be looked at with some caution, as an indication of general trends only. The "average" (again a vague concept) level of enjoyment has been constant for several seasons. CTV competition has become much tougher since 1972-73, when MANNIX (average audience - 16 per cent) and A TOUCH OF GRACE (average 17 per cent) replaced W5 (average 5 per cent audience in 1971-72). The CTV SUNDAY MOVIE this season has been getting audiences in the 15 per cent range.

"SUNDAY AT NINE"

OBC DRAMA '73

NOTE: 1970-71 - Corwin, Manipulators, Henry VIII, Was It  
1971-72 - Eliz. R., Jalna, etc.  
1972-73 - Misc. (Purple Playhouse, etc.)

|                           | CBC PANEL       |                 |                 | BBM             |                            |
|---------------------------|-----------------|-----------------|-----------------|-----------------|----------------------------|
|                           | Period Measured | Audience Size % | Enjoyment Index | Period Measured | Average Audience (Aged 2+) |
| <u>FULL SEASON</u>        |                 |                 |                 |                 | (000)                      |
| 1970-71 Sun. at 9         | Sept-May        | 24              | 66              | Nov/Jan/Mar     | 2433                       |
| 1971-72 "                 | Sept-May        | 20              | 66              | Nov/Jan/Mar     | 2423                       |
| 1972-73 "                 | Sept-May        | 13              | 70              | Nov/Jan/Mar     | 1742                       |
| <u>SEASON TO MID-NOV.</u> |                 |                 |                 |                 |                            |
| 1972-73 Sun. at 9         | Sept-Nov        | 13              | 68              | November        | 1628                       |
| 1973-74                   | Sept-Nov        | 9               | 68              | November        | **                         |

\* As of January 13, the averages for "THE COLLABORATORS" were: Size, 13 per cent and enjoyment, 68.

\*\* Specials "TO THE WILD COUNTRY" (aud. 1883) and "PRINCESS ANNE" (aud. 2624).



THE DAYS BEFORE YESTERDAY (10:00-11:00 p.m. Sunday, Full Network)

was watched by marginally fewer viewers than WEEKEND during its last two years.

|                           | CBC PANEL       |                 |                 | BBM             |                                  |
|---------------------------|-----------------|-----------------|-----------------|-----------------|----------------------------------|
|                           | Period Measured | Audience Size % | Enjoyment Index | Period Measured | Average Audience (Aged 2+) (000) |
| <u>FULL SEASON</u>        |                 |                 |                 |                 |                                  |
| 1970-71 Weekend           | Sept-May        | 13              | 73              | Nov/Jan/Mar     | 1642                             |
| 1971-72 "                 | Sept-May        | 9               | 71              | Nov/Jan         | 1436                             |
| 1972-73 "                 | Sept-May        | 10              | 73              | Nov/Jan/Mar     | 1429                             |
| <u>SEASON TO MID-NOV.</u> |                 |                 |                 |                 |                                  |
| 1972-73 Weekend           | Sept-Nov        | 9               | 71              | November        | 1430                             |
| 1973-74 Days Before       | November        | 8               | 76              | November        | 1206                             |

DAILY PROGRAMS

THE CBC NATIONAL NEWS (11:00-11:19 daily, Full Network). The gradual decline in audiences evident from 1970-71 to 1972-73 (BBM Reports) seems to have stopped during the current season. According to the CBC Panel, the average nightly audience has remained at the 14 per cent level during 1971-72, 1972-73 and during September-October 1973.

|                           | CBC PANEL       |                 |                 | BBM             |                                  |
|---------------------------|-----------------|-----------------|-----------------|-----------------|----------------------------------|
|                           | Period Measured | Audience Size % | Enjoyment Index | Period Measured | Average Audience (Aged 2+) (000) |
| <u>FULL SEASON</u>        |                 |                 |                 |                 |                                  |
| 1970-71                   | Sept-May        | 17              |                 | Nov/Jan/Mar     | 1812                             |
| 1971-72                   | Sept-May        | 14              |                 | Nov/Jan/        | 1707                             |
| 1972-73                   | Sept-May        | 14              |                 | Nov/Jan/Mar     | 1640                             |
| <u>SEASON TO MID-NOV.</u> |                 |                 |                 |                 |                                  |
| 1972-73                   | Sept-Nov        | 13              |                 | November        | 1583                             |
| 1973-74                   | Sept-Nov        | 14              |                 | November        | 1585                             |



Within the CBC/CTV common coverage area, the CBC National News continues to have larger audiences, as illustrated by the following table:

AUDIENCES TO CBC AND CTV NATIONAL NEWS: 1971-73  
Within the CBC/CTV Common Coverage Area

|                 | CBC PANEL  |            |               | BBM (Nov.) |            |               |
|-----------------|------------|------------|---------------|------------|------------|---------------|
|                 | <u>CBC</u> | <u>CTV</u> | <u>Index*</u> | <u>CBC</u> | <u>CTV</u> | <u>Index*</u> |
|                 | %          |            |               | (000)      | (000)      |               |
| pt-Nov. 1971-72 | 13         | 9          | 69            | 1033       | 877        | 85            |
| pt-Nov. 1972-73 | 12         | 9          | 75            | 1042       | 896        | 86            |
| pt-Nov. 1973-74 | 13         | 10         | 77            | 1103       | 928        | 84            |

\*Index: Simply expresses CTV News audience as a percentage of CBC News audience.

Both the Panel and BBM continue to give CBC National News audiences an edge in size over CTV's news.





The following table shows the audience situation for the programs on page 74.

| MONDAY-FRIDAY MORNING (Ave.)<br>Full Network<br>(except where indicated) | TIME             | BBM: Average: Nov/Jan/Mar<br>Children 2 to 11<br>(000) | INDEX (1970-71 = 100) |
|--|------------------|--|-----------------------|
| <u>FRIENDLY GIANT</u>  |                  |  |                       |
| 1970-71  | 10:30-11:00 a.m. | 418  | 100                   |
| 1971-72  | 10:30-11:00 a.m. | 331  | 79                    |
| 1972-73  | 10:30-11:00 a.m. | 297  | 71                    |
| 1972 (November only)   | 10:30-11:00 a.m. | 294  | 70                    |
| 1973 (November only)   | 9:00-9:30 a.m.   | 226  | 54                    |
| <u>CHEZ HELENE</u>   |                  |  |                       |
| 1970-71  | 10:45-11:00 a.m. | 468  | 100                   |
| 1971-72  | 10:45-11:00 a.m. | 375  | 80                    |
| 1972-73  | 10:45-11:00 a.m. | 350  | 75                    |
| 1972 (November only)   | 10:45-11:00 a.m. | 342  | 73                    |
| <u>MON AMI</u>   |                  |  |                       |
| 1972 (November only)   | 8:45-9:00 a.m.   | 184  |                       |
| <u>MR. DRESS UP (A)</u>  |                  |  |                       |
| 1970-71  | 9:35-10:00 a.m.  | 390  | 100                   |
| 1971-72  | 8:45-9:00 a.m.   | 328  | 84                    |
| 1972-73  | 8:45-9:15 a.m.   | 350  | 90                    |
| 1972 (November only)   | 8:45-9:15 a.m.   | 323  | 83                    |
| 1973 (November only)   | 10:30-11:00 a.m. | 428  | 110                   |
| <u>SESAME STREET</u>   |                  |  |                       |
| 1970-71  | 11:00-Noon       | 648  | 100                   |
| 1971-72  | 11:00-Noon       | 560  | 86                    |
| 1972-73 (A)  | 11:00-Noon       | 514  | 79                    |
| 1972 (November only) (A)   | 11:00-Noon       | 424  | 65                    |
| 1973 (November only)   | 11:00-Noon       | 585  | 90                    |

NOTE: Information on audiences to children's programs is available only from the BBM surveys.

(A) - Available to affiliates not full network. (Mr. Dress-Up carried by 39 stations 1970-72, and on Full Network 43 stations in November 1973.)



## AUDIENCES TO CHILDREN'S PROGRAMMING

There have been several scheduling changes, one new series and one series dropped from CBC morning network children's programs this season. In summary, the morning programs fared as follows (among children aged 2 to 11).

FRIENDLY GIANT continued to lose viewers. There is no indication that the earlier broadcast time this year (9:00-9:30 a.m. instead of 10:30-11:00 a.m.) had any appreciable effect, either positive or negative on the size of audience.

CHEZ HELENE audiences were dropping at about the same rate as FRIENDLY GIANT'S up to the time of its cancellation.

MON AMI during its first measurement, had a substantially smaller audience than CHEZ HELENE. It should be noted that MON AMI's broadcast time is two hours earlier than CHEZ... (8:45 a.m.).

MR. DRESS-UP lost fewer viewers than the above programs between 1970 and 1972. In November of 1973 it was broadcast on the Full Network and increased its audience to a level higher than it has been for the past three seasons.

SESAME STREET audiences declined in 1971-72 and 1972-73 (when it was not on the Full Network). In November 1973 viewing had increased again to about 10 per cent below the 1970-71 level.



MONDAY - FRIDAY, 4:30-5:00 p.m. (Full Network)

A general decline in teen and pre-teen viewing of the Full Network 4:30-5:00 weekday programming is shown in the following table:

|                              | BBM: Average: Nov/Jan/Mar                       |       |
|------------------------------|---|-------|
|                              | <u>Children (2-11) + Teens (12-17)</u><br>(000) |       |
| <u>1970-71</u>               |   |       |
| Drop-In (Mon-Wed Fri)        | 533   |       |
| Banana Splits (Tue-Thur)     | 843   |       |
| (Average)                    |   | (657) |
| <u>1971-72</u>               |   |       |
| Drop-In (Mon-Tue-Thu-Fri)    | 345   |       |
| * Tommy Tompkins (Wed)       | 331 (Nov. & Jan. only)                          |       |
| ** One Northern Summer (Wed) | 304 (March only)                                |       |
| (Average)                    |   | (333) |
| <u>1972-73</u>               |   |       |
| Drop-In (Mon-Fri)            | 307   |       |
| (Average)                    |   | (307) |
| <u>1972 (November only)</u>  |   |       |
| Drop-In (Mon-Fri)            | 350   |       |
| (Average)                    |   | (350) |
| <u>1973 (November only)</u>  |   |       |
| Drop-In (Mon-Wed-Fri)        | 258   |       |
| Alphabet Soup (Tues)         | 305   |       |
| A Place of Your Own (Thur)   | 251   |       |
|                              |   | (266) |





| Audiences Among Children Aged 2-17 |                              |                              |     |                  |
|------------------------------------|------------------------------|------------------------------|-----|------------------|
| Nov. 1972 BBM                      |                              | Nov. 1973 BBM                |     |                  |
|                                    | <u>Total (2-17)</u><br>(000) | <u>Total (2-17)</u><br>(000) |     |                  |
| Monday                             | Professor Moffat             | 225                          | 208 | Professor Moffat |
| Tuesday                            | Alphabet Soup                | 257                          | 223 | How It Happens   |
| Wednesday                          | Treasure of Dutch            | 242                          | 254 | Electric Company |
| Thursday                           | What's New                   | 237                          | 187 | What's New       |
| Friday                             | Hi Diddle Day                | 255                          | 240 | Hi Diddle Day    |
| Average                            | Monday - Friday              | 243                          | 222 | Monday - Friday  |



MONDAY-FRIDAY 5:00-5:30 p.m. (Metronet)

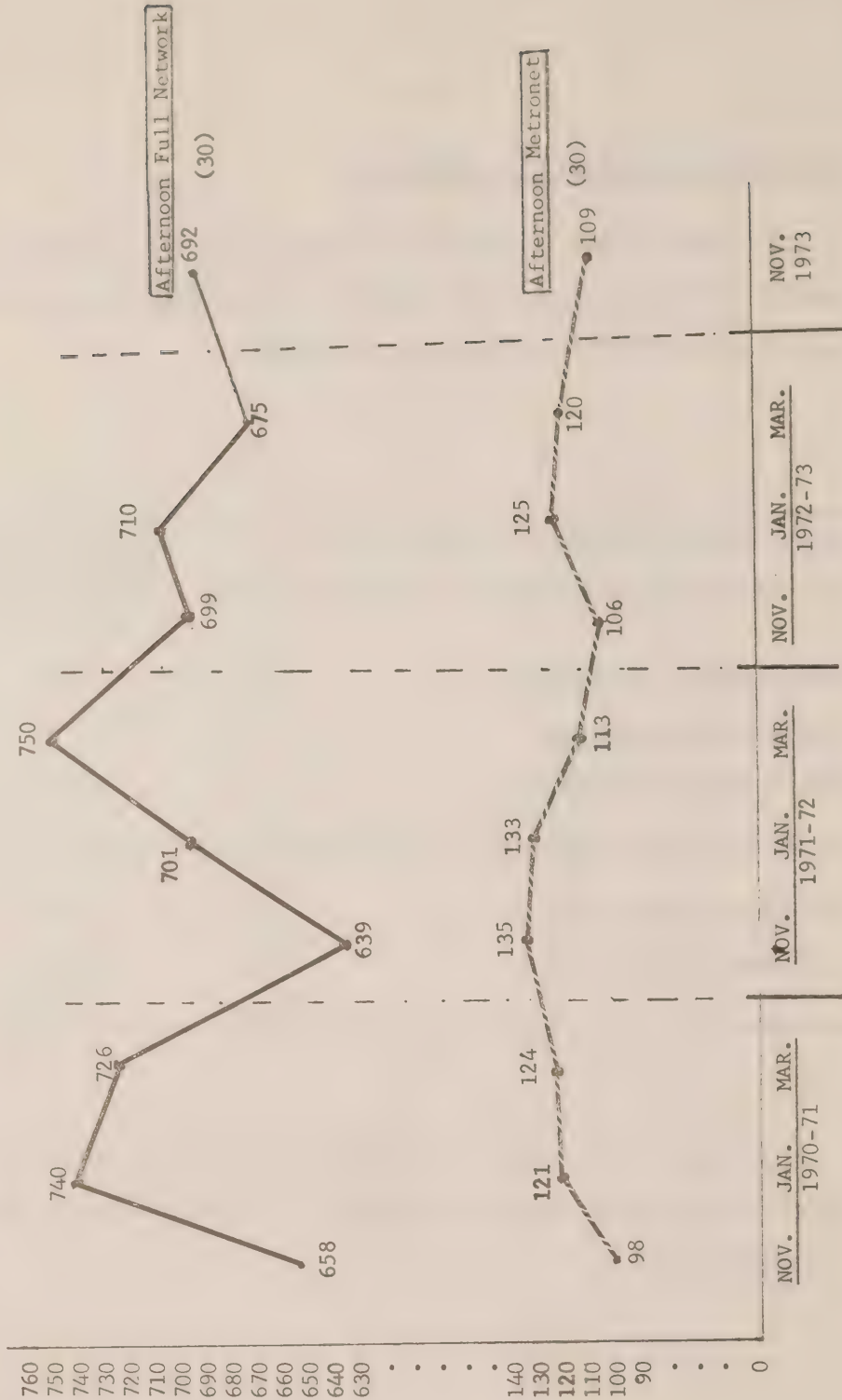
The 5:00-5:30 p.m. period is on the Metronet only. Audiences (aged 2 to 17) over the past few seasons have declined, especially from the 1970-71 to 1972-73. Details are as follows:

| Mon-Fri Metronet Programs: 5:00-5:30 p.m. | Average Audience<br>(Ages 2 to 17) |
|---|------------------------------------|
|   | (000)                              |
| 1970-71 (BBM: Nov/Jan/Mar)                | 329                                |
| 1971-72 (BBM: Nov/Jan/Mar)                | 279                                |
| 1972-73 (BBM: Nov/Jan/Mar)                | 226                                |
| 1972 (November BBM only)                  | 243                                |
| 1973 (November BBM only)                  | 222                                |

A comparison of audiences to programming during the 5:00-5:30 p.m. period on a day-by-day basis for November of 1972 and 1973 is shown on the opposite page.

TABLE 9

AVERAGE ¼-HOUR AUDIENCE: CBC TELEVISION, AFTERNOON PROGRAMS



NOTE: Figures in parentheses indicate the number of ¼-hours on which the average is based.

Source:

BBM, CBC English Network & Metronet  
Figures in -000-

WEEKDAY AFTERNOON NETWORK PROGRAMMING

The table on the opposite page shows the average quarter-hour audiences for Full Network (3:00-4:30 p.m.) and Metronet (12:30-1:00 and 1:30-2:30 p.m.) weekday programs directed at adult audiences. The Full Network programs during November 1973 continue to attract about the same number of viewers as for the past year. Metronet audiences for this period have remained constant over the past three seasons.

Among the Full Network programs, TAKE THIRTY (2:00-3:30 p.m.) audiences declined somewhat in 1972-73 from the previous year, but the decline seems to have been arrested this season.

TAKE THIRTY (M-F)

|                           | CBC PANEL       |                 |                 | BBM             |                            |
|---------------------------|-----------------|-----------------|-----------------|-----------------|----------------------------|
|                           | Period Measured | Audience Size % | Enjoyment Index | Period Measured | Average Audience (Aged 2+) |
|                           |                 |                 |                 |                 | (000)                      |
| <u>FULL SEASON</u>        |                 |                 |                 |                 |                            |
| 1970-71                   | Sept-May        | 4               | 74              | Nov/Jan/Mar     | 435                        |
| 1971-72                   | Sept-May        | 4               | 76              | Nov/Jan/Mar     | 476                        |
| 1972-73                   | Sept-May        | 3               | 77              | Nov/Jan/Mar     | 387                        |
| <u>SEASON TO MID-NOV.</u> |                 |                 |                 |                 |                            |
| 1972-73                   | Sept-Nov        | 3               | 75              | November        | 388                        |
| 1973-74                   | Sept-Nov        | 3               | 75              | November        | 386                        |





The second Full Network adult program is THE EDGE OF NIGHT, (3:30-4:00 p.m.). For the past two years it has been much enjoyed and its audiences have remained quite constant.

EDGE OF NIGHT (M-F)

|                           | CBC PANEL       |                 |                 | BBM             |                            |
|---------------------------|-----------------|-----------------|-----------------|-----------------|----------------------------|
|                           | Period Measured | Audience Size % | Enjoyment Index | Period Measured | Average Audience (Aged 2+) |
| <u>FULL SEASON</u>        |                 |                 |                 |                 | (000)                      |
| 1970-71                   | Sept-May        | 10              | 81              | Nov/Jan/Mar     | 966                        |
| 1971-72                   | Sept-May        | 12              | 85              | Nov/Jan/Mar     | 1031                       |
| 1972-73                   | Sept-May        | 11              | 84              | Nov/Jan/Mar     | 935                        |
| <u>SEASON TO MID-NOV.</u> |                 |                 |                 |                 |                            |
| 1972-73                   | Sept-Nov        | 11              | 85              | November        | 980                        |
| 1973-74                   | Sept-Nov        | 10              | 86              | November        | 1001                       |

The third of these Full Network programs is FAMILY COURT, (4:00-4:30 p.m.) which, since 1971-72, has occupied the slot formerly held by PAUL BERNARD and THE GALLOPING GOURMET. In 1972-73 it had somewhat larger audiences than the previous season, but in November 1973 there are signs of a decline.



FAMILY COURT (M-F)

|                           | CBC PANEL       |                 |                 | BBM             |                            |
|---------------------------|-----------------|-----------------|-----------------|-----------------|----------------------------|
|                           | Period Measured | Audience Size % | Enjoyment Index | Period Measured | Average Audience (Aged 2+) |
| <u>FULL SEASON</u>        |                 |                 |                 |                 | (000)                      |
| 1970-71 G. Gourmet        | Sept-May        | 8               | 72              | Nov/Jan/Mar     | 820                        |
| 1971-72 P. Bernard        | Sept-Jan        | 4               | 50              | November        | 473                        |
| 1971-72 F. Court          | Jan-May         | 8               | 77              | Jan/Mar         | 670                        |
| 1972-73 F. Court          | Sept-May        | 8               | 79              | Nov/Jan/Mar     | 761                        |
| <u>SEASON TO MID-NOV.</u> |                 |                 |                 |                 |                            |
| 1972-73 F. Court          | Sept-Nov        | 8               | 78              | November        | 788                        |
| 1973-74 F. Court          | Sept-Nov        | 7               | 77              | November        | 689                        |

The early afternoon is devoted largely to Metronet programming. Of the three programs under discussion, LUNCHEON DATE (12:30-1:00 p.m.) had a somewhat smaller audience than in previous years, but this was probably because of the reduction in the number of stations carrying it, (8 in November 1973 instead of the 13 Metronet stations).

From 1:30-2:00 p.m., AUDUBON WILDLIFE THEATRE (Mon, Wed., Fri.) and CORWIN (Tues., Thur.) replace GALLOPING GOURMET; of the three, AUDUBON has been attracting more viewers. At 2:00 p.m. JULIETTE has more viewers generally than PAUL BERNARD, but no more than last season's GOURMET.



| AFTERNOON ADULT METRONET PROGRAMS |  | CBC PANEL (Ages 12+) |                 | BBM (Ages 2+)                 |
|-----------------------------------|--|----------------------|-----------------|-------------------------------|
|                                   |  | Audience Size        | Enjoyment Index | Average Audience Nov/Jan/Mar* |
| <u>12:30-1:00 p.m.</u>            |  | %                    |                 | (000)                         |
| 1970-71                           | Luncheon Date                              | 2                    | 78              | 152                           |
| 1971-72                           | "  | NA                   | NA              | 169                           |
| 1972-73                           | "  | 2                    | 79              | 162                           |
| 1972                              | (to November only) Luncheon Date           | NA                   | NA              | 167*                          |
| 1973                              | (to November only) " (on 8 stns.)          | 2                    | 75              | 139*                          |
| <u>1:30-2:00 p.m.</u>             |  |                      |                 |                               |
| 1970-71                           | 55 North Maple                             | 1                    | IFR             | 96                            |
| 1971-72                           | Family Court (November, January only)      | 3                    | 82              | 135*                          |
|                                   | Galloping Gourmet (January, March only)    | 2                    | 70              | 105*                          |
| 1972-73                           | Galloping Gourmet (November January only)  | NA                   | NA              | 73*                           |
|                                   | Audubon (January, March only)              | 2                    | IFR             | 114*                          |
| 1972                              | (to November only) Luncheon Date           | 1                    | IFR             | 73*                           |
| 1973                              | (to November only) Audubon (Mon, Wed, Fri) | 1                    | IFR             | 99*                           |
|                                   | (to November only) Corwin (Tues, Thurs)    | NA                   | NA              | 79*                           |
| <u>2:00-2:30 p.m.</u>             |  |                      |                 |                               |
| 1970-71                           | Double Exposure**                          | IFR                  | IFR             | 87                            |
|                                   | What on Earth (January, March only) Monday | 1                    | IFR             | 111*                          |
| 1971-72                           | Galloping Gourmet (November, January only) | 2                    | 74              | 113*                          |
|                                   | Paul Bernard (January, March only)         | 1                    | IFR             | 77*                           |
| 1972-73                           | Paul Bernard (November only)               | 1                    | IFR             | 70*                           |
|                                   | Galloping Gourmet (January, March only)    | 2                    | IFR             | 99*                           |
| 1972                              | (To November only) Paul Bernard            | 1                    | IFR             | 70*                           |
| 1973                              | (To November only) Juliette                | 2                    | 73              | 96*                           |

\* Except as noted.

\*\* November - Monday-Friday; January and March: Tuesday and Friday.





## X. S U M M A R Y

### Full Network Prime Time Programs

- The overall level of television viewing in Canada has remained constant over the past four Novembers (85-86 per cent of the population watches some television on the average day). During the same four years the average CBC prime-time, Full Network audiences have declined (the November 1970 average 1/4-hour audience was 2,434,000 people; the average 1/4-hour audience in November 1973 was 2,134,000 - i.e. a drop of 12 per cent).
- During the past year the decline in prime-time audiences has been common to both U.S. films and Canadian programming. Canadian entertainment programs have had a somewhat greater loss in audiences than information programs over the past year.
- CTV program audiences have been gradually increasing over the past four years (as CTV network coverage has increased).
- Within the CBC/CTV common coverage area, CTV continues to maintain its edge in average, prime time audiences. This pattern has been quite consistent since 1970-71 (in November 1973 the figures were CBC: 1,537,000 and CTV 1,597,000).
- Among the new prime-time Full Network programs this season to date, UP CANADA has been watched by about the same number of viewers as TUESDAY NIGHT in previous years, SOME HONOURABLE MEMBERS has done less well from an audience viewpoint; DELILAH maintained the 'average' Metronet audience level for the time slot, although it was not particularly enjoyed; SUNDAY AT NINE, prior to THE COLLABORATORS, was attracting fewer viewers than in previous seasons; THE DAYS BEFORE YESTERDAY audiences were at about the same level as WEEKEND during the past two seasons. THE CBC NATIONAL NEWS continues to outdraw the CTV NATIONAL NEWS in the common coverage area

### Metronet Programming in Prime-Time

- CBC Metronet prime time average audiences have dropped somewhat during the past year after a two year upward trend. The decline is mainly because of decreasing audiences for U.S. film purchases.

### Network Programming in Other Time Periods

- The decline in audiences to children's programming (both morning and late afternoon) continued in November.
- Few changes are evident in adult afternoon audiences.



## A P P E N D I C E S



- APPENDIX 1 - AVERAGE  $\frac{1}{4}$ -HOUR AUDIENCE: ALL CBC PROGRAMMING  
PRIME-TIME, FULL NETWORK, RANK ORDER
- APPENDIX 2 - AVERAGE  $\frac{1}{4}$ -HOUR AUDIENCE: CBC METRONET,  
PRIME-TIME, RANK ORDER
- APPENDIX 3 - AVERAGE  $\frac{1}{4}$ -HOUR AUDIENCE: CBC/CTV COMMON AREA,  
RANK ORDER
- APPENDIX 4 - AUDIENCE SIZE AND ENJOYMENT INDEX FOR VARIOUS  
WEDNESDAY NIGHT CBC PROGRAMS, FULL NETWORK
- APPENDIX 5 - AUDIENCE SIZE AND ENJOYMENT INDEX FOR VARIOUS  
SUNDAY AT NINE PROGRAMS, FULL NETWORK
- APPENDIX 6 - NORMAL WEEKLY SCHEDULE





## Rank Order

NOVEMBER 1972

NOVEMBER 1973

| <u>ALL PERSONS 2+</u> | (000) |
|-----------------------|-------|
| Partridge Family      | 3863  |
| All in the Family     | 3387  |
| Cannon                | 3234  |
| H.N.I.C.              | 3172  |
| Anna and the King     | 3063  |
| Mary Tyler Moore      | 3015  |
| Beachcombers          | 2963  |
| Julie Andrews         | 2913  |
| Flip Wilson           | 2850  |
| Carol Burnett         | 2829  |
| M.A.S.H.              | 2599  |
| Front Page Challenge  | 2175  |
| This is the Law       | 2154  |
| Tommy Hunter Show     | 2120  |
| Countrypoint (wk.1)   | 1809  |
| This Land             | 1762  |
| Benny Hill (wk. 1)    | 1675  |
| Sunday at Nine        | 1628  |
| National News         | 1612  |
| Weekend               | 1430  |
| Tuesday Night         | 1404  |
| Wednesday Special     | 1349  |
| Tenth Decade          | 1013  |

| <u>ALL PERSONS 2+</u>                | (000) |
|--------------------------------------|-------|
| All in the Family                    | 3843  |
| Waltons                              | 3173  |
| Partridge Family                     | 3160  |
| H.N.I.C.                             | 3150  |
| M.A.S.H.                             | 3148  |
| Cannon                               | 2864  |
| Carol Burnett                        | 2742  |
| Mary Tyler Moore                     | 2706  |
| Beachcombers                         | 2403  |
| This is the Law                      | 2248  |
| Tommy Hunter Show                    | 2121  |
| Police Story                         | 2091  |
| Front Page Challenge                 | 1924  |
| Needles & Pins                       | 1899  |
| To the Wild Country                  | 1883  |
| This Land                            | 1837  |
| Singalong Jubilee                    | 1706  |
| National News                        | 1585  |
| To See Ourselves                     | 1339  |
| In the South Seas                    | 1320  |
| Days Before Yesterday                | 1315  |
| Up Canada                            | 1163  |
| Two Roads to Ravenna * (Wed.Feature) | 1132  |
| Theatre Canada*                      | 1068  |
| Some Honourable Members              | 978   |
| Man Alive                            | 937   |
| Gallery *                            | 871   |
| Tommy Banks *                        | 810   |

\* Nov. 7: Two Roads to Ravenna, Gallery & Tommy Banks  
 Nov. 14: Royal Wedding & Theatre Canada

Source: BBM



AVERAGE 1/4-HOUR AUDIENCE: CBC METRONET, PRIME-TIME, RANK ORDER

| PROGRAM               | AUDIENCE | PROGRAM               | AUDIENCE |
|-----------------------|----------|-----------------------|----------|
| <u>ALL PERSONS 2+</u> | (000)    | <u>ALL PERSONS 2+</u> | (000)    |
| World of Disney       | 3026     | World of Disney       | 2590     |
| Irish Rovers          | 1505     | Maude                 | 1397     |
| Maude                 | 1498     | Irish Rovers          | 1303     |
| Dick van Dyke         | 1104     | Hotso Luck            | 1159     |
| Singalong Jubilee     | 781      | World at War          | 732      |
| Telescope             | 717      | Delilah               | 712      |
| Update                | 681      | Howie Meeker          | 662      |
| Replay                | 610      | Countrytime           | 637      |
| Market Place          | 593      | Replay                | 626      |
| Alan Hamel Comedy     | 577      | Update                | 614      |
| To See Ourselves      | 558      | Mr. Chips             | 617      |
| Tommy Banks Show      | 491      | Music Machine         | 565      |
| Encounter             | 490      | Take 60               | 349      |
| Bandwagon             | 467      | News Magazine         | 314      |

Source: BBM,  
CBC Metronet



NOVEMBER 1972

NOVEMBER 1973

| STATION | PROGRAM            | AUDIENCE<br>(000) |
|---------|--------------------|-------------------|
| CBC     | World of Disney    | 3504              |
| CBC     | Partridge Family   | 2655              |
| CBC     | All in the Family  | 2407              |
| CBC     | H.N.I.C.           | 2391              |
| CTV     | Hockey in Canada   | 2312              |
| CBC     | Cannon             | 2207              |
| CBC     | Bugs Bunny         | 2112              |
| CBC     | Mary Tyler Moore   | 2111              |
| CBC     | Anna and the King  | 2079              |
| CBC     | Julie Andrews      | 2063              |
| CBC     | Flip Wilson        | 2020              |
| CTV     | Friday Night Movie | 1974              |
| CBC     | Carol Burnett      | 1948              |
| CTV     | Sonny and Cher     | 1942              |
| CBC     | Beachcombers       | 1927              |
| CTV     | Ironside           | 1917              |
| CTV     | F.B.I.             | 1809              |
| CTV     | Paul Lynde Show    | 1730              |
| CBC     | M.A.S.H.           | 1708              |
| CTV     | Manmix             | 1700              |

| STATION | PROGRAM                   | AUDIENCE<br>(000) |
|---------|---------------------------|-------------------|
| CBC     | World of Disney           | 3568              |
| CBC     | All in the Family         | 2878              |
| CBC     | H.N.I.C. (2-game average) | 2436              |
| CTV     | Hockey in Canada          | 2319              |
| CBC     | Waltons                   | 2309              |
| CBC     | M.A.S.H.                  | 2291              |
| CTV     | Kung Fu                   | 2237              |
| CBC     | Partridge Family          | 2214              |
| CTV     | The Rookies               | 2184              |
| CTV     | Girl with Something Extra | 2043              |
| CBC     | Cannon                    | 2029              |
| CTV     | Sonny and Cher            | 2016              |
| CTV     | Brady Bunch               | 2008              |
| CBC     | Carol Burnett             | 1978              |
| CBC     | Mary Tyler Moore          | 1907              |
| CTV     | Sanford and Son           | 1799              |
| CBC     | Beachcombers              | 1735              |
| CTV     | Ironside                  | 1726              |
| CBC     | Maude                     | 1681              |
| CBC     | This is the Law           | 1637              |

Source: BBM





AUDIENCE SIZE AND ENJOYMENT INDEX FOR VARIOUS WEDNESDAY  
NIGHT CBC PROGRAMS, FULL NETWORK

ALL PERSONS 12+

|                       |    | DATE/TIME      | PROGRAM                       | AUDIENCE<br>SIZE<br>% | ENJ.<br>INDEX |
|-----------------------|----|----------------|-------------------------------|-----------------------|---------------|
| <u>1973-74 SEASON</u> |    |                |                               |                       |               |
| Sept.                 | 12 | 8:30-11:16 pm  | EXPOS Baseball                | 21                    | 83            |
|                       | 19 | 8:00-10:30 pm  | CFL Football                  | 19                    | 81            |
|                       | 26 | 9:00-10:00 pm  | The Tribe that hides from man | 18                    | 81            |
|                       |    | 10:00-11:00 pm | The Pipes                     | 22                    | 83            |
| Oct.                  | 3  | 9:00-11:35 pm  | CFL Football                  | 21                    | 78            |
|                       | 10 | 9:00-10:00 pm  | News Special - Mid East       | -                     | -             |
|                       |    | 10:00-10:30 pm | Gallery                       | 5                     | 70            |
|                       | 17 | 8:00-11:18 pm  | Baseball - World Series       | 29                    | 83            |
|                       | 24 | 9:00-10:00 pm  | Fiddles of Shelburne          | 6                     | 84            |
|                       |    | 10:00-10:30 pm | Gallery                       | 3                     | 80            |
|                       | 31 | 9:00-10:00 pm  | Monique Leyrac                | 6                     | 45            |
| Nov.                  |    | 10:00-10:30 pm | Gallery                       | 5                     | 63            |
|                       | 7  | 9:00-10:00 pm  | Two Roads to Ravenna          | 6                     | 74            |
|                       |    | 10:00-10:30 pm | Gallery                       | 4                     | 59            |
|                       | 14 | 9:00-10:00 pm  | The Royal Wedding             | 33                    | 86            |
|                       |    | 10:00-11:00 pm | Theatre Canada                | 4                     | 50            |
|                       | 21 | 9:00-10:30 pm  | Leaving Home                  | 14                    | 59            |
|                       | 28 | 9:00-10:00 pm  | Musicamera                    | 6                     | 66            |
| Dec.                  |    | 10:00-10:30 pm | Michelangelo                  | 4                     | 70            |
|                       | 5  | 9:00-10:00 pm  | Musicamera                    | 5                     | 62            |
|                       |    | 10:00-10:30 pm | West Meets East               | 3                     | -             |
|                       | 12 | 8:30-10:30 pm  | The Glass Menagerie           | 18                    | 65            |
|                       | 19 | 9:00-10:00 pm  | Musicamera                    | 7                     | 75            |
|                       |    | 10:00-10:30 pm | West                          | 6                     | 73            |
|                       | 26 | 9:00-10:00 pm  | Musicamera                    | 9                     | 82            |
| Jan.                  |    | 10:00-10:30 pm | West                          | 8                     | 71            |
|                       | 2  | 8:30-10:00 pm  | Musicamera                    | 13                    | 73            |
|                       |    | 10:00-10:30 pm | West                          | 9                     | 63            |
|                       | 9  | 9:00-10:00 pm  | Musicamera                    | 8                     | 69            |
|                       |    | 10:00-10:30 pm | West                          | 9                     | 80            |
|                       | 16 | 8:30- 9:30 pm  | "Roland Michener" Special     | 11                    | 86            |
|                       |    | 9:30-10:30 pm  | Musicamera                    | 6                     | 66            |

Source: CBC Panel



AUDIENCE SIZE AND ENJOYMENT INDEX FOR VARIOUS CBC DRAMA '73  
PROGRAMS, FULL NETWORK

ALL PERSONS 12+

| DATE          |    | PROGRAM       |  | AUDIENCE<br>SIZE | ENJOYMENT<br>INDEX |
|---------------|----|---------------|--|------------------|--------------------|
|               |    |               |  | %                |                    |
| 973-74 SEASON |    |               |  |                  |                    |
| Sept.         | 9  | 9:00-10:00 pm | Sunday at Nine ("Apples of Gold')              | 9                | 71                 |
|               | 16 | 9:00-10:00 pm | Special  |                  |                    |
|               | 23 | 9:00-10:00 pm | Special  |                  |                    |
|               | 30 | 9:00-10:00 pm | CBC Drama '73 ("More Joy in Heaven")<br>Part 1 | 8                | 68                 |
| Oct.          | 7  | 9:00-10:00 pm | CBC Drama '73 ("More Joy in Heaven")<br>Part 2 | 7                | 69                 |
|               | 14 | 9:00-10:00 pm | ("Vicky")                                      | 10               | 63                 |
|               | 21 | 9:00-10:00 pm | " ("A Bird in the House"                       | 9                | 58                 |
|               | 28 | 9:00-10:00 pm | " ("Our Ms.Hammond")                           | 9                | 62                 |
| Nov.          | 14 | 9:00-10:00 pm | CBC Drama '73 ("Welcome Stranger")             | 10               | 87                 |
|               | 11 | 9:00-10:00 pm | pre emptied                                    |                  |                    |
|               | 18 | 9:00-10:00 pm |  |                  |                    |
|               | 25 | 9:00-10:00 pm | CBC Drama '73 ("The Changeling")               | 8                | 63                 |
| Dec.          | 2  | 9:00-10:00 pm | CBC Drama '73 ("Lighten My Darkness")          | 12               | 77                 |
|               | 9  | 9:00-10:00 pm | Wayne & Shuster(Special)                       | -                | -                  |
|               | 16 | 9:00-10:00 pm | The Collaborators                              | 11               | 66                 |
|               | 23 | 9:00 10:00 pm | "  | 9                | 62                 |
|               | 30 | 9:00-10:00 pm | "  | 14               | 71                 |
| Jan.          | 6  | 9:00-10:00 pm | The Collaborators                              | 16               | 71                 |
|               | 13 | 9:00 10:00 pm | "  | 15               | 69                 |

Source: CBC Panel











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